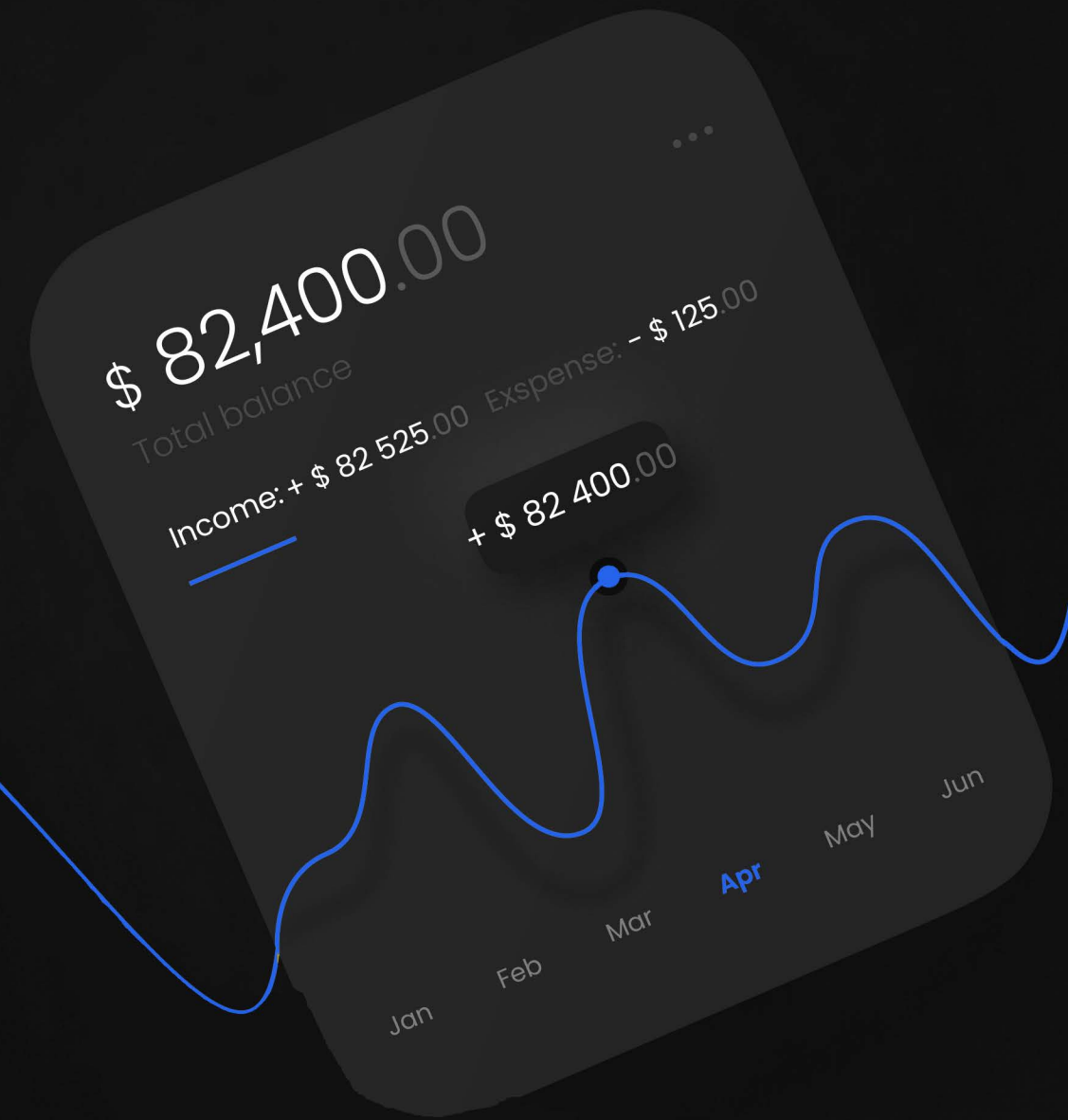


 posure.today



Crypto

Marketing Agency

Who we are?

Xposure Today – is a crypto marketing agency.

We help fintech projects to achieve the results with the best online marketing practices.

Run ads all over the internet with ease.

Delegate SEO, Search and Display Ads to professionals and focus on your business goals.

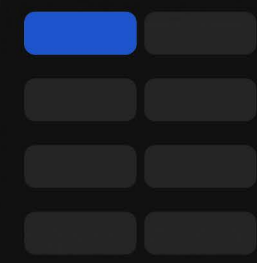
Our expertise

- ✈ IDO/ICO
- ✈ Fintech B2B project
- ✈ Crypto wallets
- ✈ Exchanges
- ✈ Crypto media

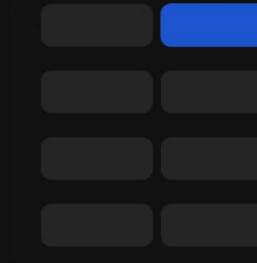
The greatest results using all the possible directions

We provide comprehensive services for any business in the financial industry.

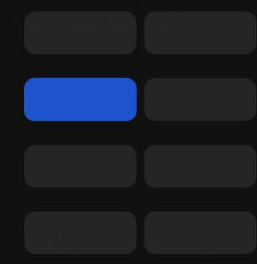
Our universal efforts go hand in hand with you to grow your marketing via all the possible channels



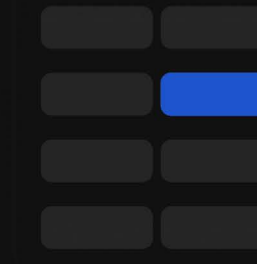
Contextual Advertising



PR & Influence Marketing



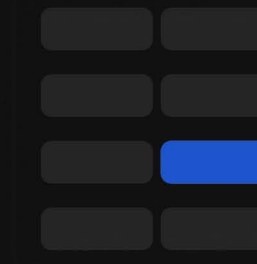
Social Media Marketing



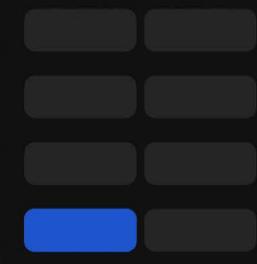
Design & Web Development



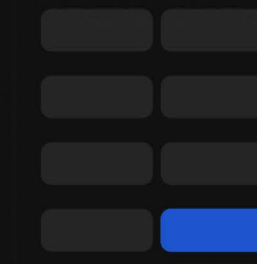
End-to-End Analytics



Email Marketing



SEO



Programmatic Buying

Recent Cases



We can not disclose our clients' brands due to the NDA

Crypto Software Provider



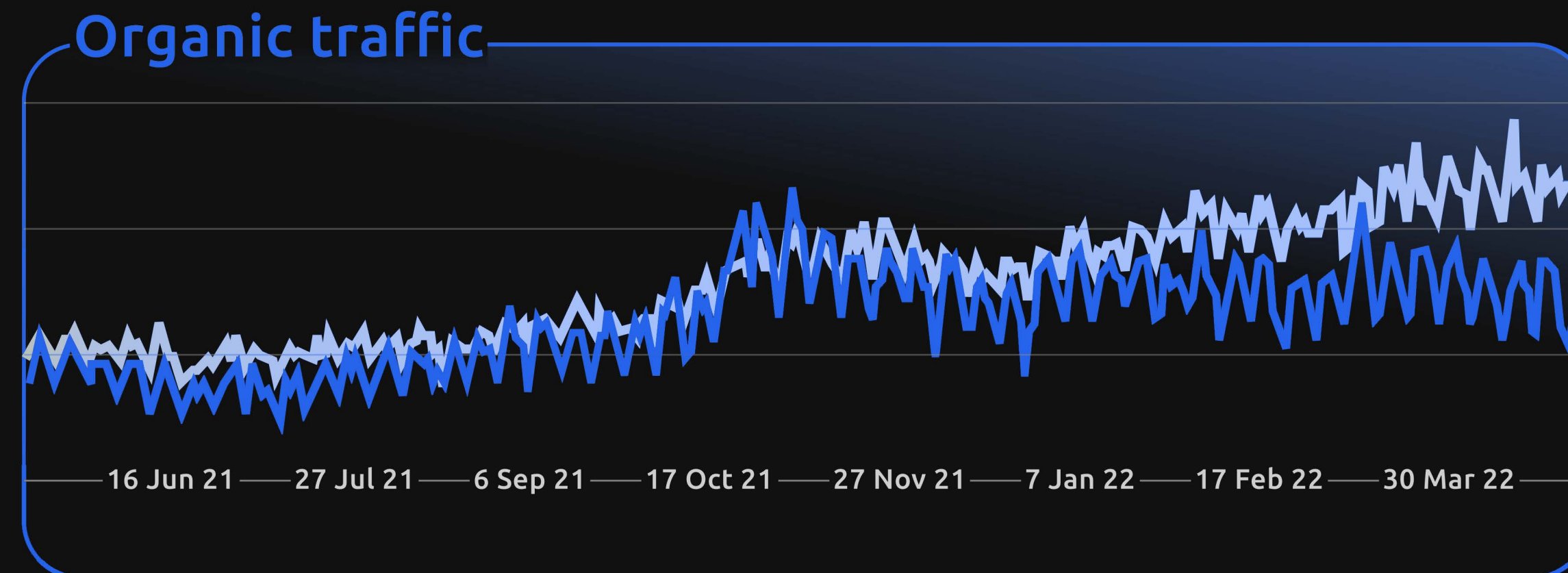
About the Project

B2B technology software provider for brokerages, exchanges, hedge funds, liquidity providers and many more. This is a successful case of turnkey digital marketing implementation.

Marketing goals

SEO and performance marketing strategy development from scratch. Email marketing automation and end-to-end analytics setup.

Results



Average daily metrics

Impressions	21k → 47k
Visits	350 → 690
Leads	17 → 32

PR

Total reach	> 52 mln
Total Direct Leads	> 1000

Performance marketing

Leads attracted	> 3800
Total sales	> 30
ROAS	> 130 %

Yearly Results

Attracted leads	~ 15000
Attracted clients	> 150
ROI	> 334 %

Customer relations management system

for brokerages & exchanges



About the Project

Fintech CRM system is a perfect case of performance marketing. **We achieved the constant customer flow** using only paid performance services (**900% ROI!**).

Marketing goals

Contextual advertising campaign launch, semantic core formation, ad creatives creation.

- Pay Per Click Advertising
- Placement type: Search Results
- Estimated time: 3 months
- Targeting methods: Keywords
- Instruments: Google Ads
- Specifications: Extremely tight audience using low frequency keywords

Results

Impressions

>35 000

Leads

~ 130

Visits

~ 2400

Clients

11

Conversion rate

5,56 %

ROI

985,71 %

Cryptocurrency Exchange



About the Project

A cryptocurrency exchange looking for the new sources of clients. Came with a Programmatic Buying inquiry.

Marketing goals

Expand company outreach on tier-1 media via the algorithmic advertising.

Results

+316 new daily active users

144,5% increase in the number of registrations

32 \$ average cost per new user

Crypto Software Provider



About the Project

Bitcoin Payments Processing System. Crypto Payments for businesses around the world. The request is to gain the relevant leads.

Marketing goals

Bring as much leads as it's possible in a cost-effective way

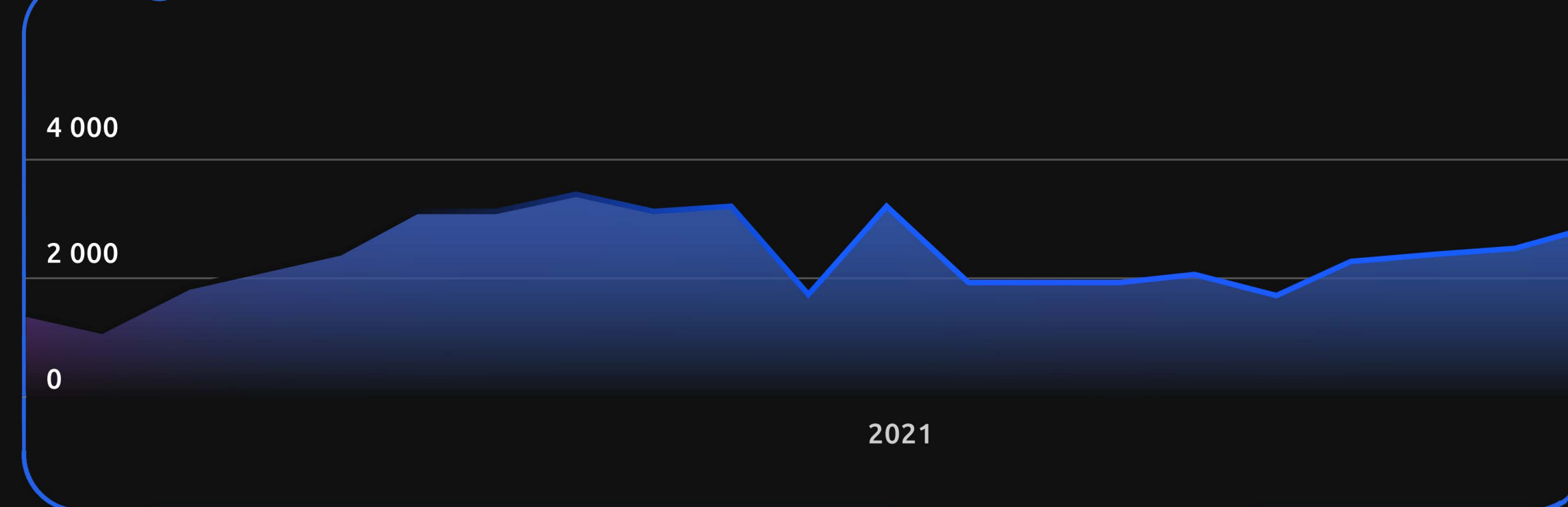
Results

+316 new active users

144,5 % increase in the number of registrations

32 \$ average cost per new user

Organic traffic



Average daily metrics

Impressions 1856 → **4402**

Visits 196 → **556**

Leads 2 → **12**

PR

Total reach > **20 mln**

Total Direct Leads > **1000**

Performance marketing

Leads attracted > **2000**

Total sales > **20**

ROAS > **150 %**

Yearly Results

Attracted leads ~ **5000**

Attracted clients > **100**

ROI > **424 %**

Cryptocurrency media website



About the Project

Finance news (crypto, fintech, blockchain, NFT etc.)

Marketing goals

Gain the relevant traffic via SEO.

Make first deals.

Results

18,579 new users (from 0)



3 successful deals (media contacts)

366% ROI

Building multi channel strategy

Audio

Speak to quality audiences in screen-free moments.

Paid Search

Through text-only ads, reach individuals across search engines as they search for relevant keywords.

Design

Reach individuals while they are on the go on large digital billboards for maximum exposure and reach.

Social

While individuals engage with their favorite social content, reach users in platform based on the platform's first-party data

Influence

Reach your viewers with the best industry influencers

Native

Offer interesting, educational and entertaining stories in familiar environments.

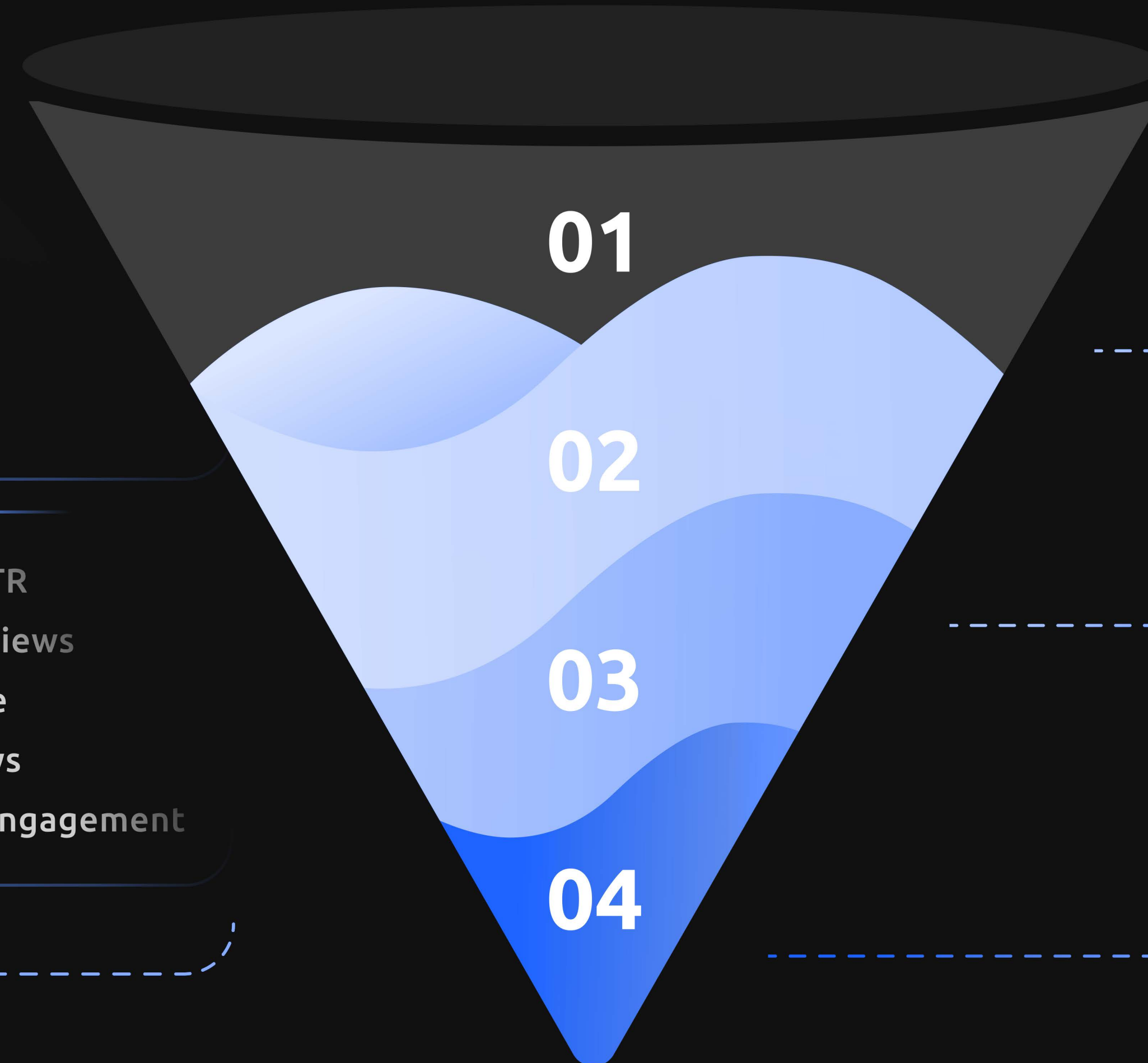
Email

Reach users while they consume their favorite publisher's content, with sponsorship within emails.

Display

Lift the performance of other channels and serve highly interactive HTML5 creatives.

Full Funnel



- CPA
- ROAS
- AUM
- Volume

- Sharing
- Reviews
- Sign Ups

- Reach
- Video Competition
- CPM
- Brand Lift
- Followers

- Clicks / CTR
- Content Views
- Open Rate
- Page Views
- Content Engagement

KPIs

High Impact/Reach

Search, integrated print, digital, video, OOH, native, paid social.

Targeting & Retargeting

Search, integrated print, digital, video, OOH, native, paid social.

Behavioral & Contextual

Native, programmatic display, content, search, finance endemic niche, social.

Engage & Influence

Email, retargeting, paid/organic social

Snapshot of Publishers



CoinGecko

Seeking Alpha^α

*Market*Watch

We help fintech projects to achieve the results with **the best online marketing resources.**



Investing.com

BUSINESS
INSIDER

WSJ

Bloomberg

Forbes

CJM

Reach your customers in all possible digital channels.
Monitor your clients' journey and meet their needs on each step.

Stage	Awareness	Consideration	Decision	Decision	Delivery & Use	Delivery & Use	Delivery & Use	Loyalty & Advocacy	Loyalty & Advocacy
Customer Activities	Hear from friends, see on tier-1 media, find in google search	Compare & evaluate alternatives	Registration, passing KYC	Making deposits, purchasing a product	Trade assets / use product features	Contact customer service	Make withdrawals	Invite referrals / deposit more	Share experience
Customer Goals	No goals at this point	Find the best solution	Find a reliable service	Use the most cost-effective way	Receive solution effortlessly and when needed	Get helped if problems appear, request for refund	Be able to withdraw money fast, easy and secure	Repeat a good customer experience	Sharing feelings, giving a feedback
Touch Points	Word of mouth, media, video ads, search results	Word of mouth, media, video ads, search results	Website, registration and profile confirmation	App, registration and profile confirmation	Online on the website or using mobile app	In mobile application, by email or using a chat	Retargeting instruments	Platform, retargeting instruments	Word of mouth, website, social media
Experience									
Business Goal	Increase the brand awareness and interest	Increase number of website visitors	Increase registrations volume & optimize the conversion rate	Increase deposits volume and conversion rate	Deliver on time and minimise a delivery window	Increase customer service satisfaction, minimise waiting	Make the products match expectations	Increase the retention rate and order value / frequency	Turn customers to advocates, negative experiences to positive
KPI	New website visitors	New website visitors	Registrations value, conversion rate	Deposits volume, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value & frequency	Viral coefficient, customer satisfaction
Organisational Activities	Marketing campaigns & content offline & online, PR creation	Create marketing campaigns & content offline & online, PR	Optimise website experience	Optimise online purchase funnel, registration handling	Optimising user trading flow	Organise customer service	Product development	Target marketing, re-depositing, upsale / cross-sale	Manage feedback and social media, develop sharing / invitations
Responsible	Marketing & Communications	Marketing & Communications	Online development, Customer service	Online development, Warehouse, Logistics	Product management, Online development	Customer service	Product development, Purchasing	Marketing, Online development	Customer services, Online development

SEO services

Content Writing

Using the identified keywords, **we can help with content creation.** We also help to ensure content adheres to page optimization best practices.

Keyword Research

These terms will be chosen based on their relevancy, their popularity, the goals of their searches, and their rate of competition.

Analytics

These terms will be chosen based on their relevancy, their popularity, the goals of their searches, and their rate of competition.

Page Optimization

On-page optimization techniques make it easier for search engines to understand the focus and value of content.

Strategies may include internal links between pages, ensuring the site has keyword-focused headers and meta tags, and adjusting content text.

Link Building

We will work with quality sites to secure backlinks. This can involve writing and publishing full articles and/or adding a link to an existing page.

Timeline/Goals:

ASSESS

OPTIMIZE

WRITE

MAINTAIN

Costs



Custom media plan
for your campaigns



CPA model available



3-months initial
commitment; then
month to month



Flat rate monthly fees
no hidden commissions



Detailed proposal
to follow