

# **Analysis of the Golden Thematic Product Launch**

September 13, 2023

# Overview



Adoption Projections

Web3 Thematic Investors Overview

Golden Thematic review and identifying opportunities for improvement and growth

# **Adoption Projections**

# Web3 Thematic Conversion

**42,333**

Registered their  
phone

**26,750**

Verified their  
identity

**13,599**

Made their first  
deposit

**1,679**

Invested in the  
Web3 Thematic

# Golden Thematic Conversion Projections

**839 users**

## Pessimistic Scenario

50% of the users who invested in the Web3 Thematic will invest in the Golden Thematic

**1,259 users**

## Realistic Scenario

75% of the users who invested in the Web3 Thematic will invest in the Golden Thematic

**1,679 users**

## Optimistic Scenario

100% of the users who invested in the Web3 Thematic will invest in the Golden Thematic

# **Web3 Thematic Investors Overview**

# Segmentations

## Country of Residence

Segmenting users by country can reveal geographical preferences, helping to identify regions with higher product demand.

## Total Claimed Wealth

This segmentation can indicate users' purchasing power and potential interest in the new product.

## Age

Age-based segmentation can show if certain demographics are more inclined towards the new product.

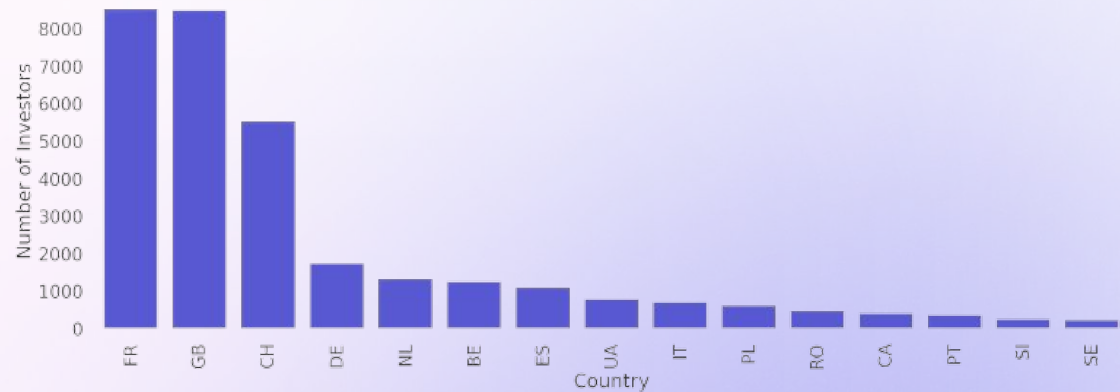
# Distribution by Country

---

## High Western European market fit

---

The highest number of investors come from the France, followed by countries like United Kingdom, Switzerland, and Germany. This indicates that there might be a strong interest in the new Golden Thematic in these regions.





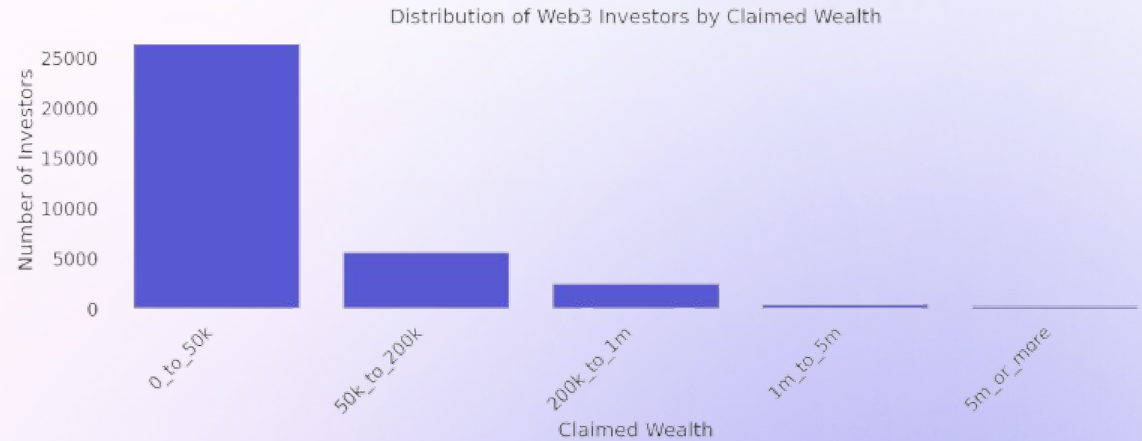
# Distribution by Claimed Wealth

---

## Preferred by smaller investors

---

A significant number of investors belong to the "0-50k" wealth category, followed by the "50k-200k" category. This shows that users across smaller wealth segments are more interested in the product.



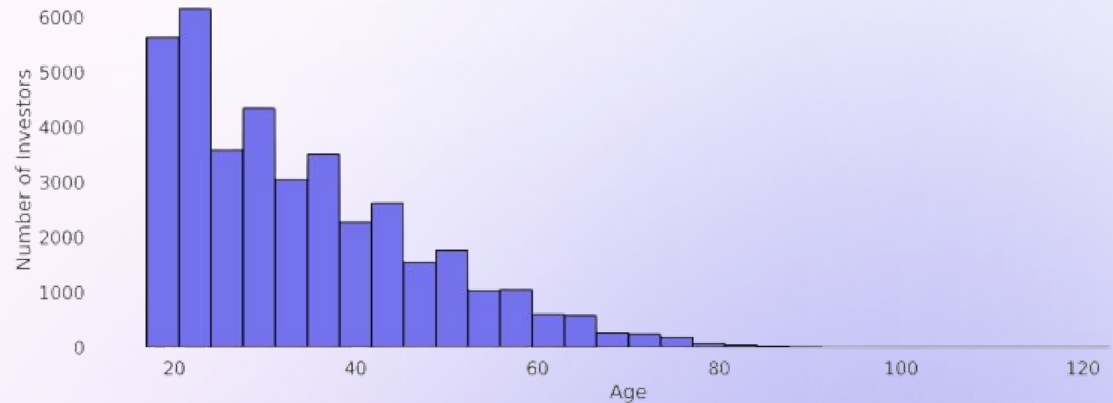
# Distribution by Age

---

## Young, wild and free

---

The age distribution appears to be skewed towards younger users, with a peak around the late 20s to early 30s. This could indicate that younger demographics might be more inclined towards such investment products.



**Golden Thematic review  
and identifying  
opportunities for  
improvement and growth**

# Golden Thematic's First Week Performance



386

Number of Users

\$446,970

Total Investment Amount

\$982.35

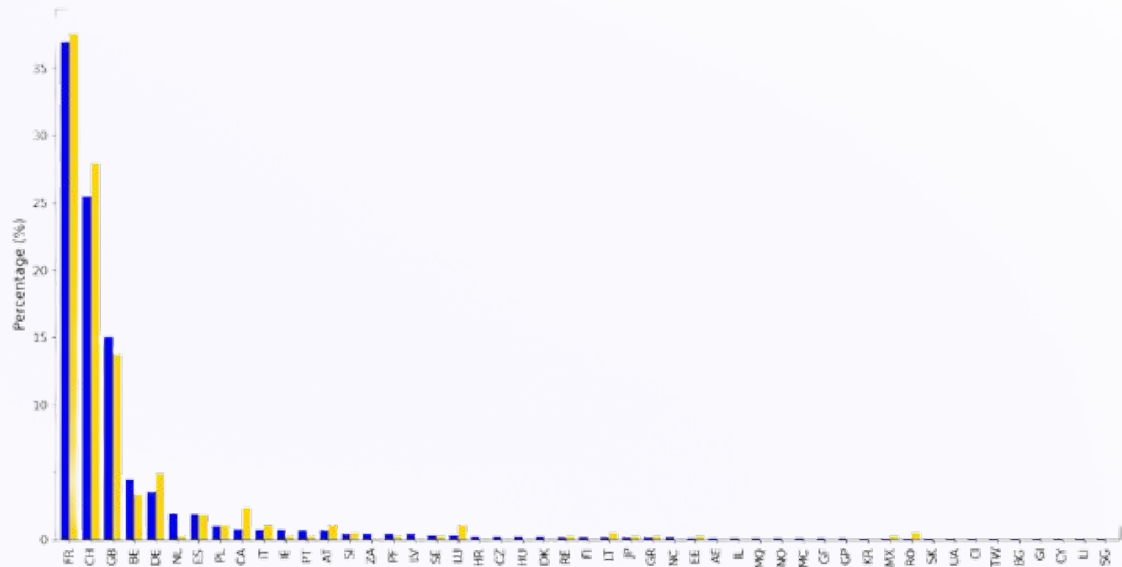
Average Investment  
Amount

# Cohort Analysis - Golden vs. Web3

## Country of Residence

- High Adoption Countries: France (FR) has the highest adoption rate for both the Web3 and Golden thematics, followed by Switzerland (CH) and the United Kingdom (GB). These countries are crucial for any adoption improvement strategies as they constitute a significant chunk of the user base.
- Potential for Growth: Countries like Belgium (BE), Netherlands (NL), Ireland (IE), and Portugal (PT) have shown interest in the Web3 thematic but not as much in the Golden thematic. There might be an opportunity to increase the Golden thematic adoption in these countries.

## Distribution by Country

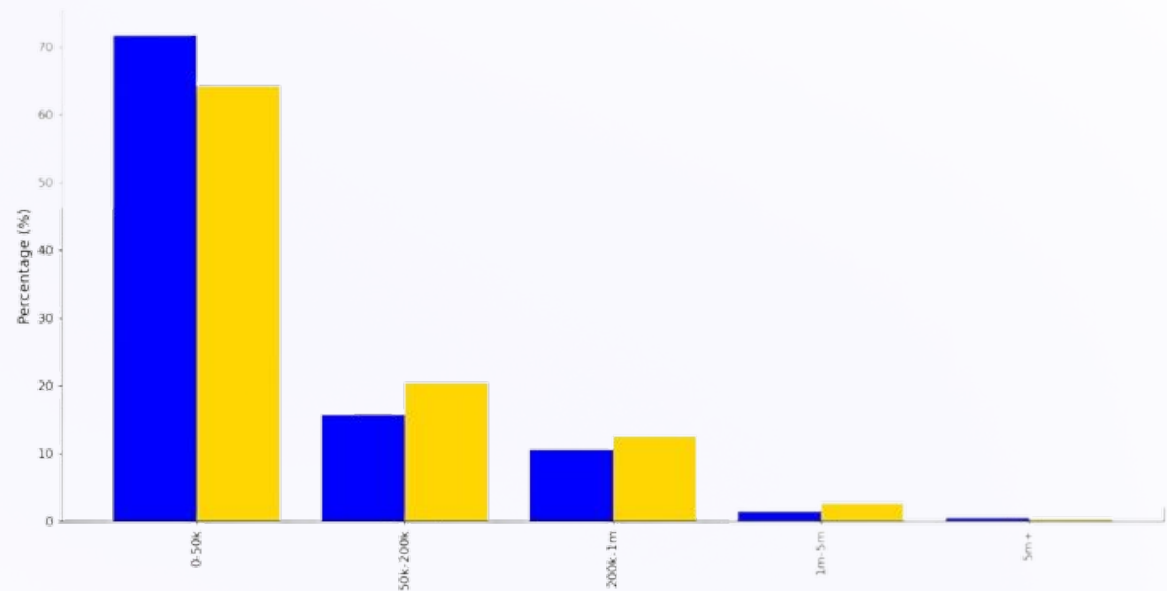


# Cohort Analysis - Golden vs. Web3

## Total Claimed Wealth

- Most Popular Among Lower Wealth Group: Both thematic are most popular among the 0-50k wealth group. There's a significant drop in interest as we move to higher wealth categories.
- Golden Thematic's Appeal to Mid Wealth Group: The Golden thematic seems to have a slightly better appeal to the 50k-200k, 200k-1m, and 1m-5m wealth groups compared to the Web3 thematic.

## Distribution by Claimed Wealth

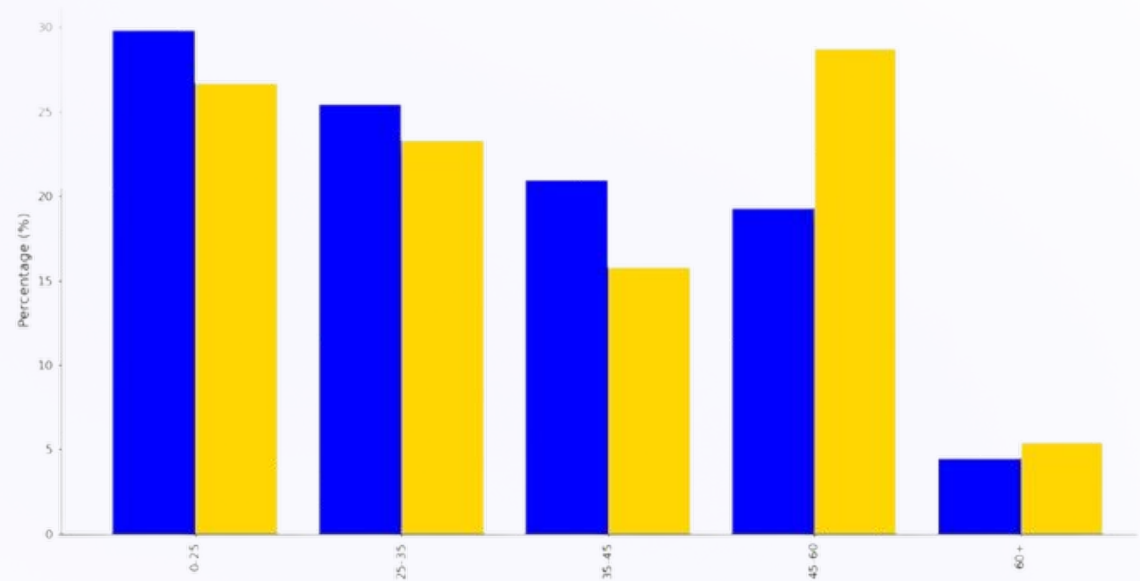


# Cohort Analysis - Golden vs. Web3

## Age

- Youth Appeal: The age groups 0-25 and 25-35 show the highest interest in both thematics. The younger generations (0-25, 25-35, and 35-45) also shows decent interest but could be a potential target for further adoption.
- Golden Thematic's Older Audience: Interestingly, the Golden thematic seems to have a better adoption rate among the 45-60 and 60+ age groups compared to the Web3 thematic.

Distribution by Age





# Recommendations I

## Targeted Marketing Campaigns:

For countries with high adoption of one thematic but not the other (e.g., NL for Web3), launch targeted marketing campaigns explaining the benefits of the less adopted thematic.

In countries with high overall adoption (e.g., FR, CH, GB), focus on user education and deepening the understanding of the products to ensure retention and further adoption.

## Wealth-Based Initiatives

For the lower wealth group (0-50k), which shows high interest, consider introducing beginner-friendly investment options or educational content.

For mid to high wealth groups, consider premium features or exclusive offers to further entice them towards the Golden thematic.

## Engagement Activities for Younger Audience

Considering the appeal of both thematics to the younger audience (0-25 and 25-35), engagement activities such as webinars, interactive sessions, or partnerships with youth-centric platforms could be beneficial.

For the 0-25 age group, we can also consider collaborating with educational institutions or offering student discounts to boost adoption.



# Recommendations II

## Golden Thematic Promotion for Older Audience

Given the Golden thematic's slight edge in the older age groups, consider partnerships with platforms that cater to a more mature audience. Tailor the content to highlight security, stability, and long-term benefits, which might resonate more with this age group.

## Feedback Mechanism

Implement a feedback mechanism to understand the reasons behind the adoption rates in various segments. This can help in refining the strategies.

## Additional Support Needed

**Market Research:** To understand the nuances of each country and tailor the campaigns accordingly.

**Partnerships:** Collaborate with influencers or platforms popular in specific age groups or countries to drive adoption.

**Data Analytics:** Continuous monitoring of adoption rates post-implementation of these strategies to measure their effectiveness and adjust as needed.

# Conclusion



While the initial adoption of the Golden Thematic was underwhelming, there are several strategies and actions that can be employed to improve its adoption rate



Engaging with users, understanding their needs and reservations, and tailoring marketing strategies based on the insights from the cohort analysis can significantly boost the product's success.



By understanding our audience and leveraging our insights, we can ensure the Golden Thematic product achieves its full potential.

**Q&A**