

Analysis of the Golden Thematic Product Launch

September 13, 2023

Introduction



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.

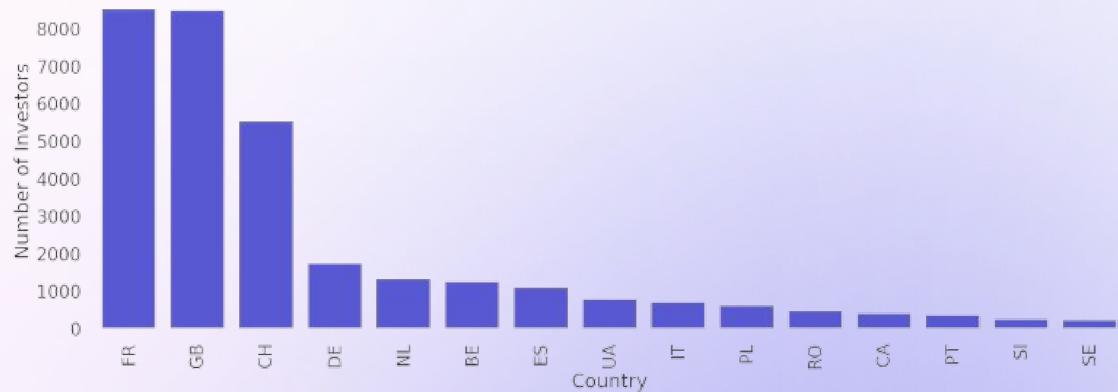
Age

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

Distribution by Country

High Western European market fit

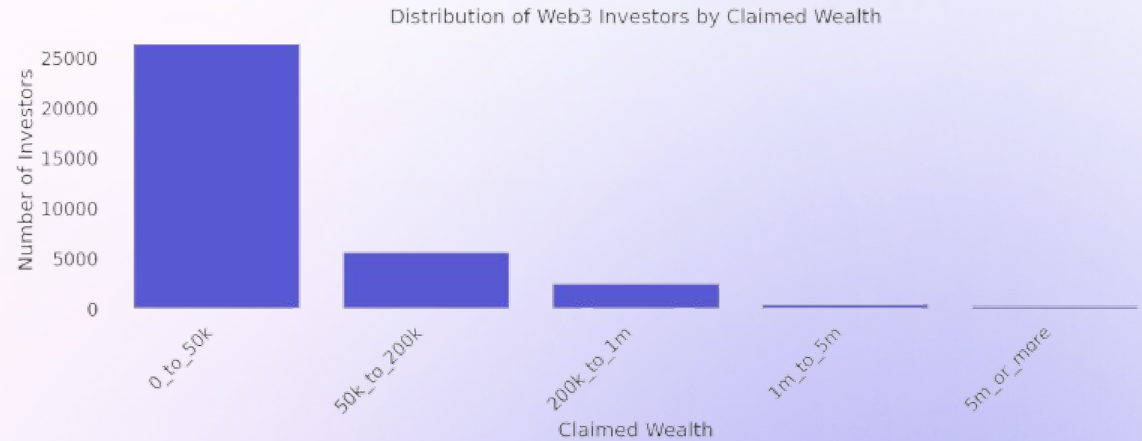
The highest number of investors come from the United Kingdom (UK), followed by countries like France, Germany, and Spain. This indicates that there might be a strong interest in the new Golden Thematic in these regions.



Distribution by Claimed Wealth

Preferred by smaller investors

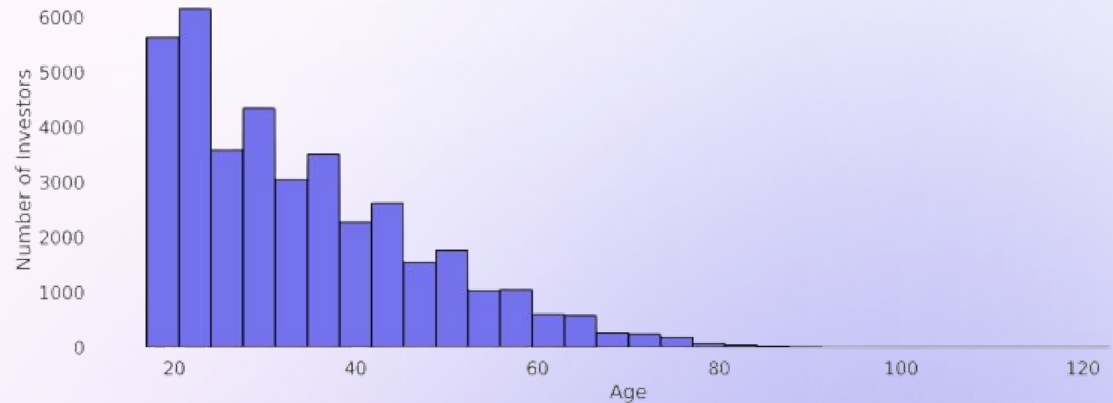
A significant number of investors belong to the "0-50k" wealth category, followed by the "50k-200k" category. This shows that users across smaller wealth segments are more interested in the product.



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

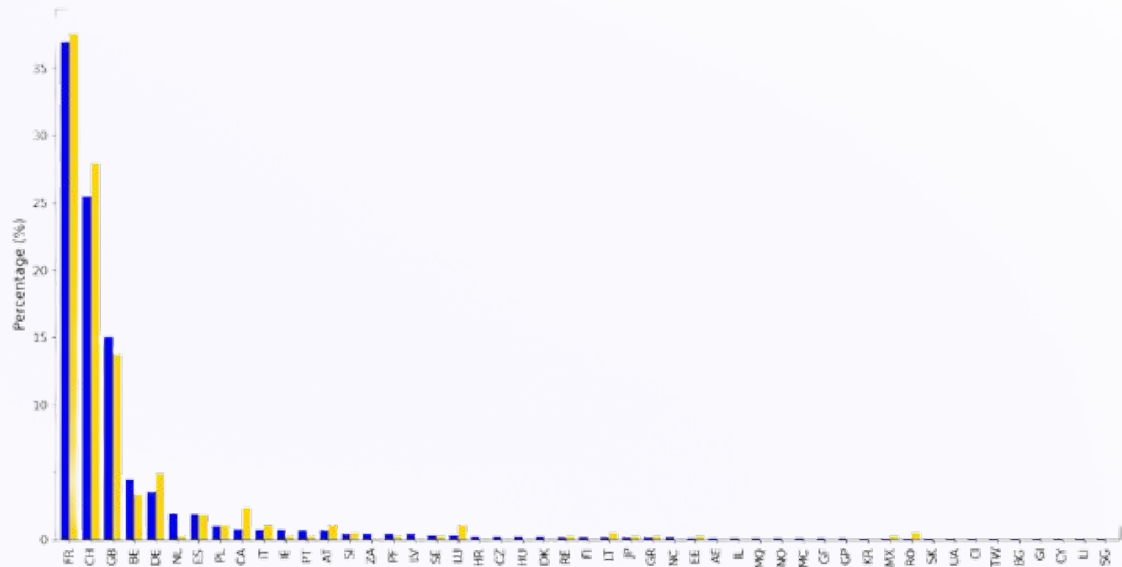
Average Investment
Amount

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 Netherlands (NL), Spain (ES), and Italy (IT) 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

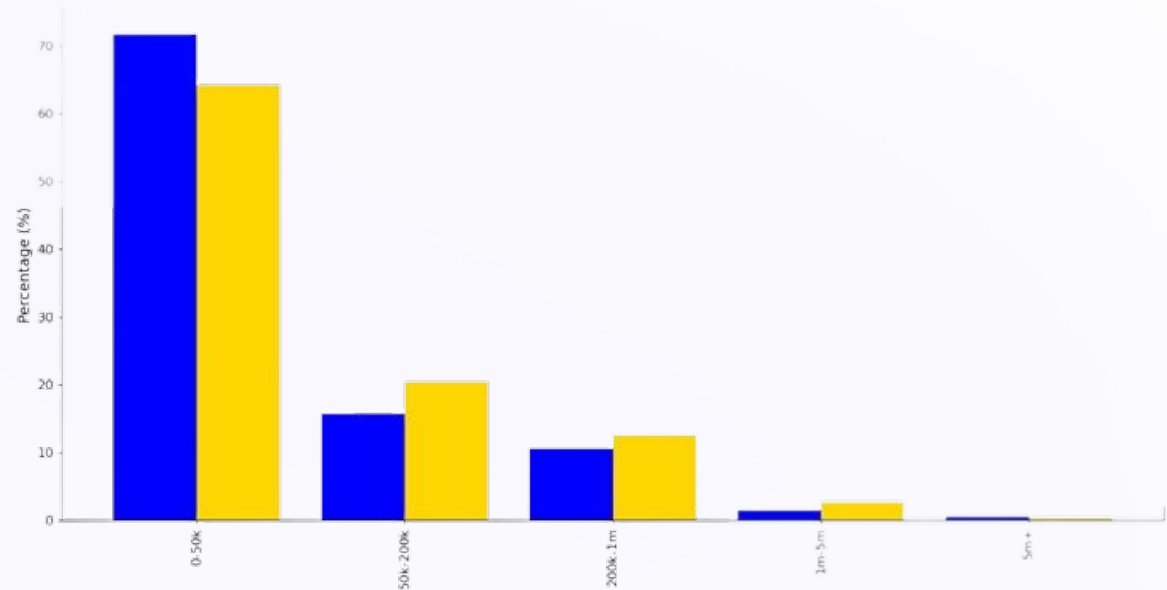


Cohort Analysis - Golden vs. Web3

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 and 200k-1m wealth groups compared to the Web3 thematic.

Distribution by Claimed Wealth

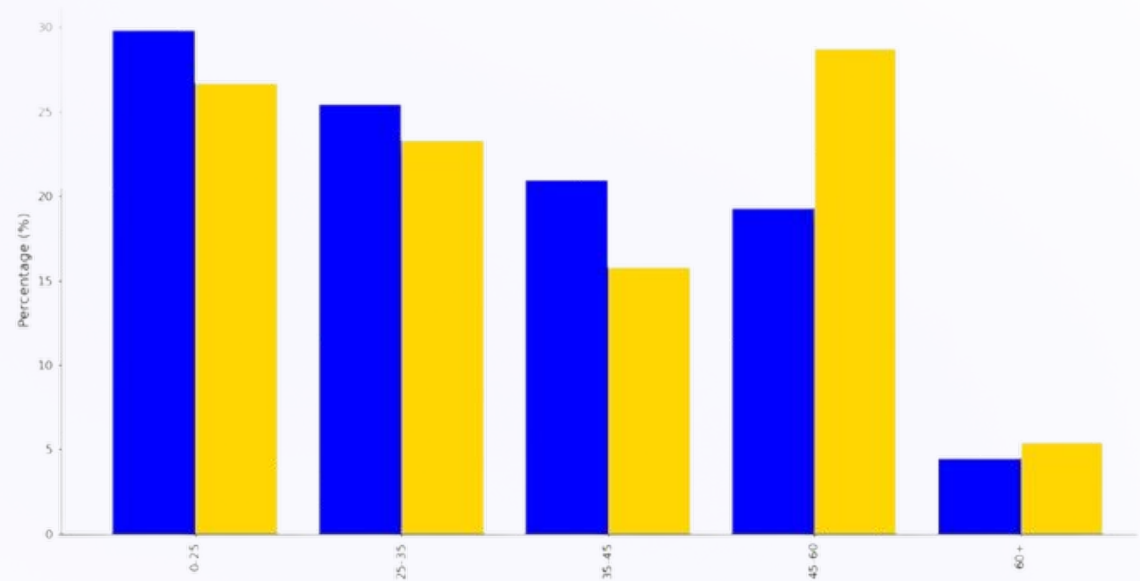


Cohort Analysis - Golden vs. Web3

Age

- Youth Appeal: The age groups 25-35 and 35-45 show the highest interest in both thematics. The younger generation (0-25) 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 slightly 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 entice them towards the Golden thematic.

Engagement Activities for Younger Audience

Considering the appeal of both thematics to the younger audience (25-35 and 35-45), engagement activities such as webinars, interactive sessions, or partnerships with youth-centric platforms could be beneficial.

For the 0-25 age group, 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