

Welcome to our weekly update on new VIP Affiliate Program applicants. This report highlights the exceptional individuals joining our ecosystem and contributing to dYdX's growth.

We are launching this on-chain proposal to whitelist the following VIP affiliates. Once the VIP affiliate's address is whitelisted and their respective affiliate link is available, VIP Affiliates will qualify to earn up to 50% of referred user taker fees, with a maximum of \$10,000 per referral per 30-day rolling period. Please note that the revenue share percentage and revenue cap are not fixed indefinitely; they can be adjusted at any time through a dYdX Chain governance proposal

We're committed to consistently reviewing VIP affiliate applications, demoting underperforming VIP affiliates, and conducting outreach to bring in more high-potential affiliates each week—while ensuring we maintain a high standard for VIP acceptance.

ID

Address

Reason for Acceptance

Benmo

dydx1ren8tvqdme23dp6r2a05eklexkytghk7ywt29u

High Social Influence

BrainBroCrypto

dydx1x2gds9u5mcfyuqlv69fukek6rjps2f5wa5jq5h

High Social Influence

FamTrading

dydx1d4z22ffwqfq7280puympk3wwx6havul9dv3z9m

High Social Influence

Criteria for Acceptance

Proven Track Record:

Demonstrated success in driving meaningful user acquisition and trading volume through previous affiliate partnerships, especially in the crypto or DeFi space.

High Social Influence:

Significant following or reach on social media or other platforms (e.g., blogs, YouTube, Twitter) that can drive substantial traffic and user engagement to dYdX.

Website Reach:

For affiliates with a web presence, a well-designed, user-friendly website with proven traffic that can attract and engage users effectively.

Target Audience Relevance:

The affiliate's audience aligns with dYdX's target users (crypto enthusiasts, DeFi traders, etc.), ensuring effective promotion to an engaged audience for maximum conversions.

Help us bring on more VIP Affiliates

Approved VIP Affiliates enjoy enhanced rewards, including up to 50% of taker fees from referred users, potentially up to \$10,000 per referral in a 30-day rolling period. This status recognizes their potential significant contribution to the dYdX ecosystem.

Please note that the revenue share percentage and revenue cap are not fixed indefinitely; they can be adjusted at any time through a dYdX Chain governance proposal.

Application Process

If you know of any high-performing affiliates, please encourage them to apply for VIP status [here](#). Our team reviews applications weekly, considering factors such as audience reach, engagement, and alignment with dYdX's values.

Conclusion

We're excited to welcome our very first batch of VIP Affiliates to our program. Their diverse channels and engaged audiences will play a crucial role in expanding dYdX's reach and fostering community growth.

Disclaimers

1. Jurisdictional Restrictions:

The Affiliate Program is not available to U.S. users or within the U.S., as well as in other restricted jurisdictions. Please refer to the [Terms of Use](#) for more details.

1. Program and Fee Changes:

The Affiliate Program is subject to change based on dYdX Chain governance decisions. While current fee-sharing percentages are in place, they are not guaranteed to remain the same. We will make every effort to keep Affiliates informed of any changes made through governance.

1. 3-Month Review Period:

Each VIP affiliate will be re-evaluated after a three-month period based on fees generated, trading volume, and user engagement. Affiliates who do not meet performance benchmarks may be demoted from the VIP tier.