

Arbitrum Adventure

Below is a report of Layer3's [Arbitrum Adventure campaign](#), a collection of quests sponsored by the Arbitrum Questbook Grant program in the Education, Community Growth, and Events category. Through this campaign, in one month, Layer3 prompted 12,394 users to generate 56,007 transactions across 13 different applications on the Arbitrum One Network. In this report, we will delve into the intricacies of our project implementation and the tangible results that have been achieved.

Quests

Layer3 created 13 quests for the Arbitrum Adventure campaign. The dApps and onchain actions were as follows:

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Quest #

Quest

Completions

Description

1

Treasure

6,780

Mint your Treasure Tag

2

Stargate

4,245

Add Liquidity on Stargate

3

Trader Joe

3,477

Swap on Trader Joe

4

Frax

3,737

Swap to FRAX

5

Shell

2,955

Trade on Shell

6

Orderly

2,746

Deposit on WOOFi Pro

7

Camelot

2,217

Swap or LP on Camelot

8

Timeswap

1,987

Lend or Borrow on Timeswap

9

Vertex

1,798

Deposit on Vertex

10

Savvy

1,158

Deposit in a Strategy

11

Rysk Finance

1,201

Trade or Deposit on Rysk

12

Umami Finance

1,015

Deposit on Umami

13

Gamma (Removed)

589

Provide Liquidity on Gamma

Total

33,905

Quest Completions

Through these quests, Layer3 brought increased user engagement, greater discovery, and quality education for each of the dapps included in the program.

Marketing

Layer3 conducted an in depth marketing campaign around Arbitrum Adventure.

Blog Post

Layer3 released the “[Onchain Alpha: Arbitrum](#)” Blog Post in correspondence with the Arbitrum Adventure campaign on January 11, 2024. The blog post was surfaced to over 21k subscribers on [Mirror](#), 5.5k subscribers on [Paragraph](#), and sent to Layer3’s 32k email subscribers via our newsletter.

Posts on X

[Campaign Thread](#) - 4.1k impressions

[Stargate](#) - 20k impressions

[Camelot](#) - 7.2k impressions

[Savvy](#) - 7.2k impressions

[Umami](#) - 14k impressions

[Rysk](#) - 12k impressions

[Trader Joe](#) - 14k impressions

[Timeswap](#) - 12k impressions

[Vertex](#) - 10k impressions

[Shell Finance](#) - 21k impressions

[Gamma](#) - 14k impressions

[Treasure](#) - 19k impressions

[Frax](#) - 12k impressions

Discord

Each of the quests were announced in [Layer3's Discord Channel](#) with 160,000+ members

Analytics

Layer3’s reach goes beyond the 33,905 quest completions. Our onchain impact can be measured using our [Arbitrum Adventure Dune Analytics Dashboard](#) to see how many times Layer3 users go on to interact with the specified dapps beyond the initial quest completion.

The Campaign ran from December 27, 2023 to January 27, 2024 and the users that participated in quest completions combined to account for over 56,000 completions in the time period.

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These transactions were completed by 12,394 unique users, 2,287 had never interacted with a single one of the contracts specified in the campaign.

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When the transaction counts on the contracts of the month prior to the campaign is contrasted to the month of the campaign, you can see a marked increase at the start of the campaign.

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