

Rabbithole Grant Bi-Weekly Update

Date: December 13, 2023

I. Executive Summary:

Rabbithole was funded with 100K ARB to develop the infrastructure and deploy [Quests](#) on behalf of GMX.

RabbitHole received it's initial 25K ARB grant from the GMX Grant multisig on December 11, 2023.

To date, Rabbithole has created 2 active quests.

a) Roadmap Progress

- Development of the GMX plugin (i.e. GMX integration on Rabbithole) was completed prior to receiving the grant, in the weeks leading up to December 12, 2023.
- December 12, 2023: Rabbithole received 25K/100K ARB from GMX.
- December 12, 2023: Began development of a [Dune Dashboard](#) for the GMX community to use in tracking the effectiveness of the granted ARB.
- December 12, 2023: RabbitHole announces the first Quests on Twitter.
- December 12, 2023: Rabbithole deployed the first 2 GMX Quests.

Week 1

Rabbithole has agreed to release the ARB granted in the form of weekly quests. The Quest breakdown for the first week of GMX Quests is as follows:

- Quests:
 - [Trade on GMX \(New + Existing Users\)](#)
- Allow List: New & existing GMX users.
- Total Allocation: 4,000 ARB
- Maximum Claimers: 5,000
- ARB per Claimer: 0.8
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- [Trade on GMX \(New Traders\)](#)
- Allow List: New GMX users (excludes current GMX users).
- Total Allocation: 2,500 ARB
- Maximum Claimers: 2,500.
- ARB per Claimer: 1.0
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b) Milestone/KPI Achievements

Target Objectives

Objective

Description

KPI

Objective #1

Drive new users to GMX and create sustainable ecosystem growth. We'll use allowlist targeting functionality such as whitelist/blacklist to accomplish this objective.

7,500 new wallets

Objective #2

Drive incremental usage to GMX by engaging existing users and reactivating dormant ones.

27,500 monthly unique wallets, 8,500 re-engaged wallets, 85,000 transactions driven to GMX

Objective #3

Provide GMX a detailed CPA (cost per action) & fees generated for each quest as well as the overall program to measure efficacy of the effort.

Dune Dashboard

Objective #4

Create a GMX Plugin to deploy quests to specify minimum amounts and specific tokens, which can be used by anyone in GMX community

GMX Plugin for Quest Protocol

Target KPIs

Phase 1 (Experiment)

Phase 2 (Iterate)

Phase 3 (Scale)

KPI

Month 1

Month 2

Month 3

Transactions or Actions Driven

17,500

22,500

45,000

Monthly Unique Addresses

5,000

7,500

15,000

New GMX Addresses

1,500

2,000

4,000

Reactivated Users

1,750

2,250

4,500

Grant Distributed

\$25k

\$25k

\$50k

Performance To Date

Pending completion of the first quest we will begin tracking this with full data.

c) Dune Dashboards

The RabbitHole community dashboard is available here: <https://dune.com/rabbitHole/quest-protocol-gmx-quests>.

We are currently updating this dashboard to remain consistent with data needs.

II. Current Progress:

- RabbitHole received the ARB from GMX on Dec. 11, 2023. [

1600×196 35.5 KB

](<https://global.discourse-cdn.com/business7/uploads/gmx/original/1X/f3beeeae86d7a9fd13047dbffa4f059c0f98ac76.png>)

Current Quest Progress:

- [Trade on GMX \(New + Existing Users\)](#)
- Completions: 315/5000

- ARB Distributed: 250.4/4000 ARB
- Completions: 315/5000
- ARB Distributed: 250.4/4000 ARB
- [Trade on GMX \(New Traders\)](#)
- Completions: 1457/2500
- ARB Distributed: 1456/2500 ARB
- Completions: 1457/2500
- ARB Distributed: 1456/2500 ARB

III. Community Engagement:

Twitter Post: 1

Email Promotions: 1

IV. Partnerships and Collaborations:

N/A