

On October 22, 2024, the dYdX community voted for Kuyen Labs to oversee the VIP Affiliate Program on dYdX Chain. Also, the dYdX Unlimited software upgrade that supports the Affiliate Program was successfully implemented on November 13, 2024.

As such, 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.

This group represents the beginning of our journey to onboard impactful partners who will help drive growth and expand the reach of dYdX. 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

cryptokei

dydx1c05rgh22wg5pmaufnj8z77kla8fgrgkrth6hlj

Target Audience Relevance

MiningTk

dydx1qvsqtewdxqdpj5gnkl8usqz3yplpkgs52wv4fy

High Social Influence

Capetlevrai

dydx1pkae57fr5r3dmpz2l5c7wm3wgv5zxrsgfrdm9m

High Social Influence

captaincrypto21

dydx1zg6rv35szluz03reugkd4kqpczjfu47q6r5vfw

High Social Influence

0xngmi

dydx18garj54dvtl8gjm904wky734durq5y0u243r7

High Social Influence

CoinBack_jpn

dydx1txym7tj9amqneunl7m0rh6c4uehysgr4va0yma

Target Audience Relevance

MoneyRadar_FR

dydx1wexqavntux6d0pa9x2xtzpvdjvrmr0slkq5r69

High Social Influence

bitcoin2go

dydx1de5wsdv5ggc7ycd9fplelmfm5ranyeq9s8d6e4

High Social Influence

CryptoastMedia

dydx14tzt8sq6ez46jukvvecfxfeut6ee7ppreejld3

High Social Influence

CryptoPicsou

dydx1xqhz76q70pxf38ajkhf89w8w0mdktr2udvwsm

High Social Influence

coinacademy_fr

dydx1q9fvfdyqssn90lkxkg9l2v34dmhdh8anjpf4wq

High Social Influence

FourFaint

dydx1z9gs43vqj2wqehmp927af6xqkcl0j77f39t42h

High Social Influence

CryptoEdgeOff

dydx176sx090vrhy00ze5p0gmlkqv6av6tgtgzqr4e2

Target Audience Relevance

CosmostationVD

dydx1md0raqhdxewzqx7t55e6xpyhan0tahtq0zc759

High Social Influence

deBTCconsultant

dydx1pzzqp06tw3klvf8lznq8xcq6umkcrc5gr4mmea

Website Reach

DEG_2020

dydx15jkl5gz24ewc663uzlxcwxvhw36acnwre5x57m

High Social Influence

CryptowithVivan

dydx19x54sa8sql5jh4lz2rcnnhm9afmfwtsw9hmcpe

Target Audience Relevance

CryptoinsidersS

dydx1wtwv53pfm0xzt0d8fl8sd9cq29pugdav4ax3yp

Website Reach

OAK_Res

dydx1ac2dq6hrf39r00mh0zddvh4uzxtfu3qnxqw0h3

Website Reach

stakecito

dydx14gf9hsgvxkms5nfcy0y8f8dj3mz4xymnsnqs6yq

High Social Influence

Phil_RX

dydx1fsfmxf39qytl0jmpp6sntcj82f3ydresg2kqs8

Target Audience Relevance

ix_wilson

dydx1heze4rmpp8k5pcz9m98cdu7vt0xmtgxwfvmk6q

High Social Influence

LeJournalDuCoin

dydx1ecq6gr97exh2z3nsmzz4lwgu9am3dzgftldx

Website Reach

2_Cosmonautes

dydx1q0hc8dd20qc9cey0gx3zcnffshlfkwcgqz806r

High Social Influence

BlockzeitE

dydx165su9flec5rn9d9dsprdcl2v75300u87fgxwp

Target Audience Relevance

SalsaTekila

dydx1g89gc8ud4jwcywe7vty67a5uypt8yvzzhklu5j

High Social Influence

0xGokek

dydx1nw9vc8q9qe9qzsr449xsdrs835rfn98gh6r3g7

Proven Track Record

CryptoMage_YT

dydx1mpwdq5a4pk8we60sttvwpndsg59l7gpxa4envn

High Social Influence

Jay889344310276

dydx170ez5yajmrcjfzkul7aasjjj4vm3xax3jkwj6q

Website Reach

icogecko

dydx1xaq3c6d3l47u7fkfwmnznxl7afeu4tgpvcprw

High Social Influence

atoms_res

dydx1xhtgcayrej5aa22h5pdjl38kfjwc3q33rl09fs

High Social Influence

3commas_io

dydx1nq8qmpuy5ku0deflztu9ewlfzvjrfr5ttujgc9

High Social Influence

Cryptocito

dydx18w3grc2z84kj3nznx92kecm2pmwzn6q9fdl2vty

High Social Influence

btcecho

dydx1hef4q06sum8hpak5cuerkd997lxu4c08r6mauz

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.