



KLIMA DAO X TWITTER NOW

Levelling up KlimaDAO's brand visibility in the Twitterverse

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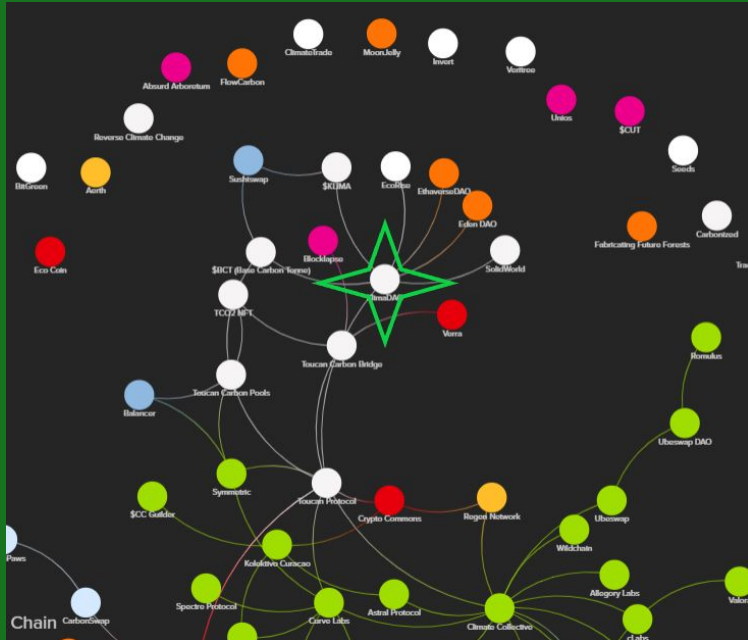
WHO IS KLIMA?



Introducing Klima:

→ A crypto startup that enables retail participation in the carbon markets.

→ Part of a larger movement to bootstrap the ReFi ecosystem.





Defining the business question

- Community participation is vital to the DAO's core mission.
- How can Klima scale and educate the public about their brand on Twitter?

The target variable: Retweets

01 _____

The factors that determine whether a post gets retweeted.

02 _____

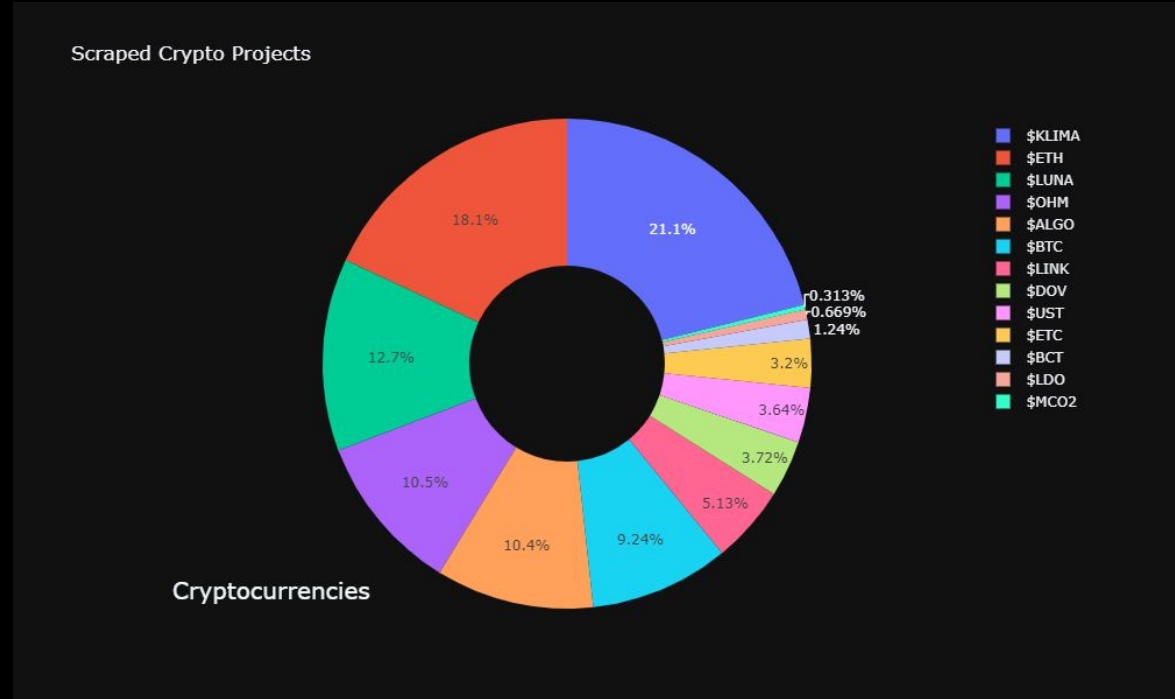
The degree to which a tweet goes viral.



Data Collection:

→ Data was accumulated by scraping Twitter's API.

→ Non-Klima tweets were used as the training set for Machine Learning models





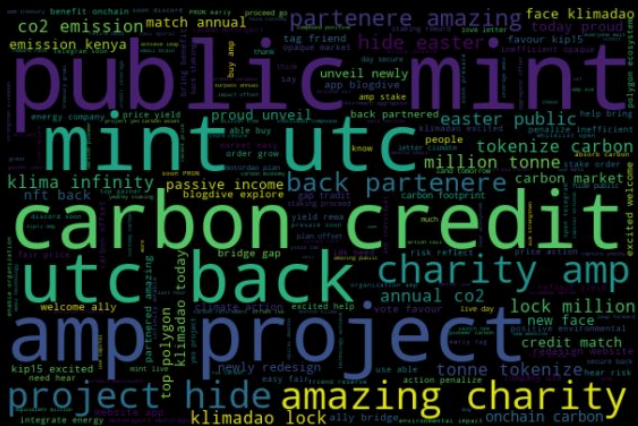
Data Modelling:

→ The two Boosting Algorithms, Gradient Boost and XGBoost, did the best in predicting retweet rates for Klima posts with roughly 83% accuracy.

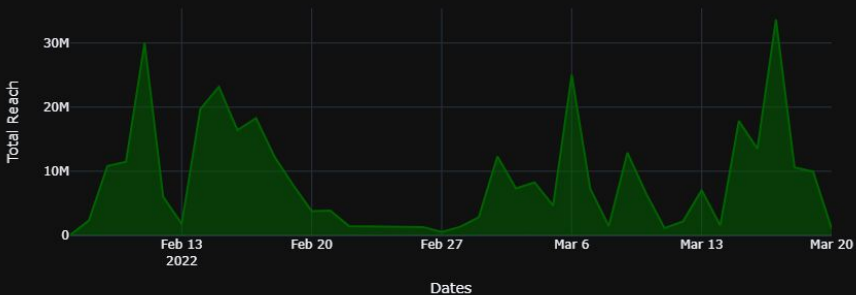
→ In their own tier of variable importance: number of likes & user mentions.

→ A second tier consisted of **general engagement metrics** such as total likes given by a user and the number of profiles they follow.

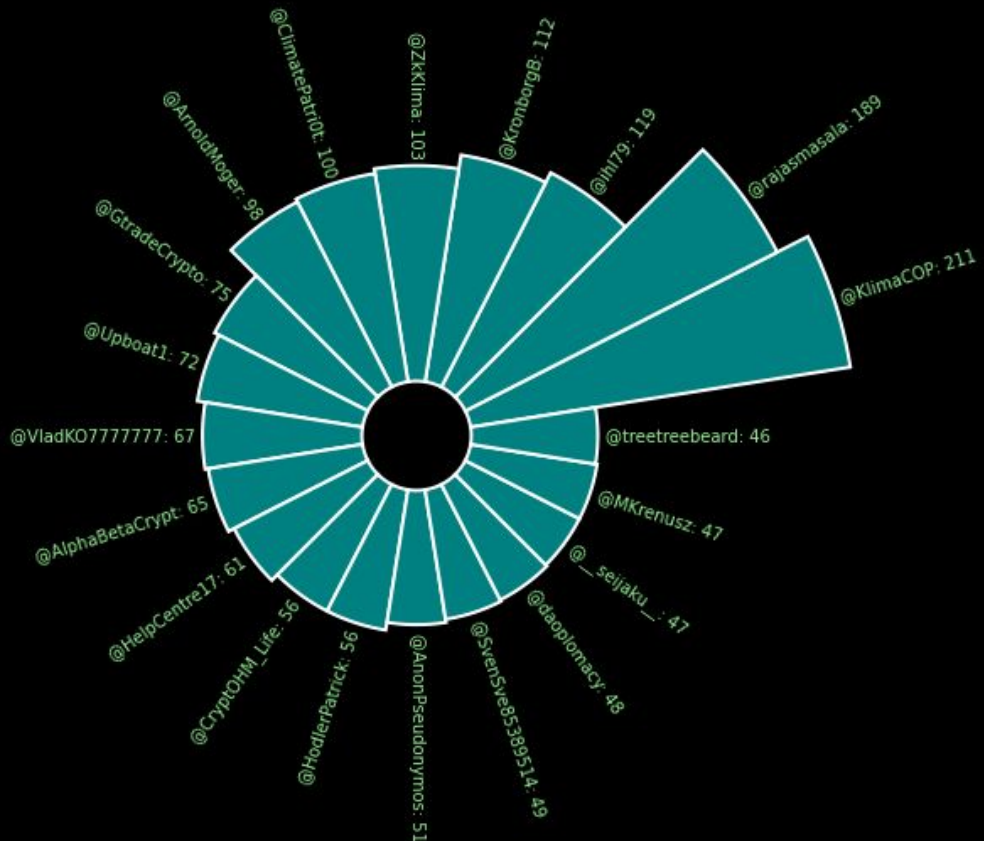
Actionable Insights:



Daily reach of Klima tweets



The top 20 retweeters amongst Klimages



A photograph of a pond with lily pads and a wooden dock. The text "THANK YOU!" is overlaid in the center.

THANK YOU!