

CASE STUDY

CRYPTO

OTHER

The Numbers
Keeps Growing
Dec 2022

How We Helped Bittrex Drive Signups From Users Outside Of Their Core Demographic

After a year, 193%
increase in signups

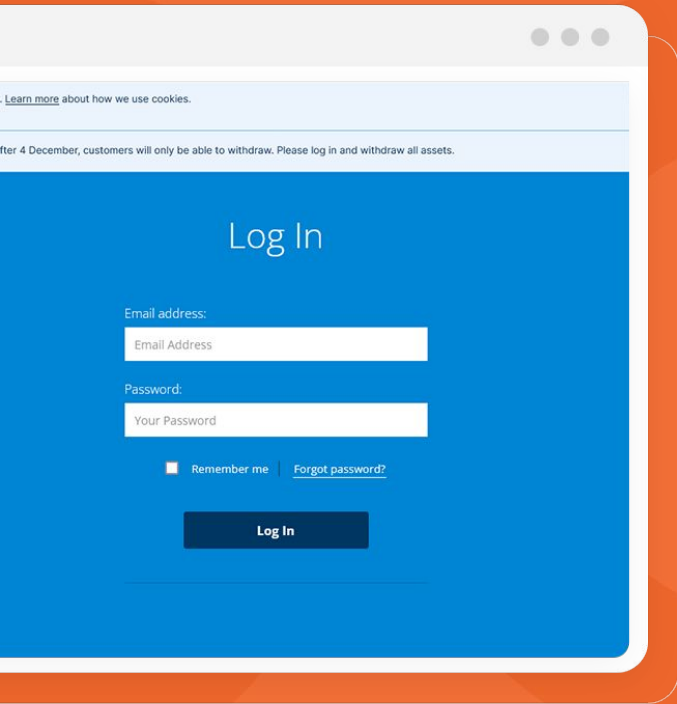
Dec 2021

+193% increase in monthly sign ups →

Our Goal

To Increase Bittrex's Monthly Sign Ups from Users Outside Bittrex's Usual Demographics





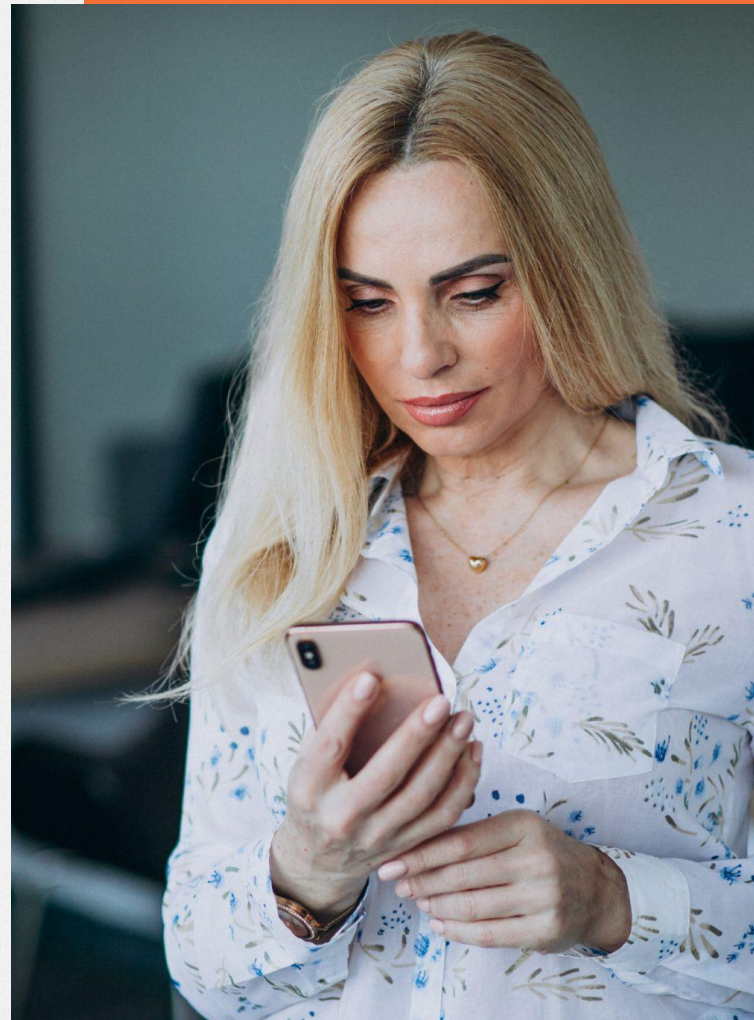
The Challenge

Bittrex had reached a plateau with monthly new users generated from paid search. They tasked Single Grain to drive more signups from users outside of their core demographic. Industry volatility and added policy restrictions prevented the use of typical campaign strategies, so we had to get creative.

The Solution

We began methodically experimenting across new paid social channels, where we could target different types of users based on their demographics, interests, and behavior. We used a performance based lens, focusing on driving conversions rather than impressions.

Over a period of 12 months (Dec 2021 - Dec 2022) we launched strategic campaigns across Meta, Reddit, Twitter (X), Twitch, Brave Browser and Discord.



Phase 1

Executive Summary:

Establish baselines in Search, Google App Store, Apple App Store, Brave Browser

Objectives:

- Increasing traffic to site
- Building remarketing lists
- Testing messaging & creative
- Testing audiences

Channels:

- StackAdapt (programmatic)
- Google search/display
- Apple Ads
- Brave Browser

*Limitations: Inability to place pixels and track conversions in platforms outside of Google/Stackadapt

Phase 2

Executive Summary:

Optimize and scale our efforts from Phase 1, growing upon what went well, optimizing based on data.

Objectives:

- Scale up on mediums, messaging, and audiences that saw success
- Test into new ad mediums - animated ads, audio
- Continue pushing brand awareness
- Target smaller leads from self serve platforms

Ad Channels:

- StackAdapt (programmatic)
- Google search/display
- Brave
- Reddit
- Facebook/Instagram
- Twitch
- TikTok
- Presearch
- Brave Browser
- Discord
- Twitter
- Bing

Phase 1

Executive Summary: Establish baseline reporting in Search Google app store, Apple App Store, Brave Browser

Objectives:

- Brand awareness/Increasing traffic to site
- Building remarketing lists
- Testing messaging & creative
- Testing audiences

Channels:

- StackAdapt (programmatic)
- Google search/display
- Apple Ads
- Brave Browser

****Limitations: Inability to place pixels and track conversions in platforms outside of Google/Stackadapt***

Phase 2

Executive Summary: Optimize and scale our efforts from Phase 1, growing upon what went well, optimizing based on data.

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Ad Channels:

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- Twitter
- Bing



The Results

- ✓ **+193% increase in monthly sign ups
(year over year)**
- ✓ **-31% reduction in cost per sign up
(year over year)**



Thank You

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for Great Companies**

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CASE STUDY

How We Helped Bittrex Drive More Signups From Users Outside Of Their Core Demographic

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in monthly sign ups
(year over year)

-31%
reduction

in cost per sign up
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