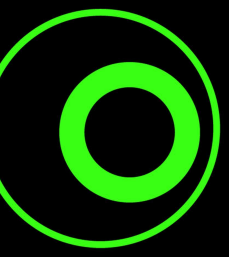


**MON**  
**SOCIETY**

**WEB3 MARKETING  
&  
PROJECT MANAGEMENT**



# Case Studies



# CASE STUDY #1

## New African Digital Coin\*

**500+** Posts on Social Media

**> 200** KOLs Collaborations

**500%** Increase in Brand Awareness

**> 200.000** Clicks/Week

**> 12%** CTR in Display Campaigns

**5%** Deposit Conversion Rate

**> 3.000.000** Video Impressions/Month

**\$0.01** Cost/View

**> 50%** Engagement Rate from Video Campaigns

**\$0.3** Cost/Click from Video Campaigns

**\$0.7** Cost/Conversion from Video Campaigns

**> 3.500** Converting Leads from Email Marketing

**> 25%** Open Rate

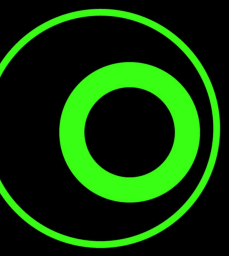


# CASE STUDY #2

## Play-to-Earn Launchpad\*

**NEW** Brandbook & Website  
**3.000+** Posts on Social Media  
**5+** Game Launches

**100%** Increase in Website Visits  
**100%** Increase in Brand Awareness  
**>12.000** New Users



# CASE STUDY #3

Work-out to Earn App\*

**SOLD-OUT** 10000 NFT Collection

**>400%** Growth Hack Rate

*\*The name of the project/client cannot be disclosed based on NDA & legal obligations*



# CASE STUDY #4

**\*Objective:** Generate website traffic and deposits.  
**Campaign:** Push Notification Ads with Brave.



\$33.000 TOTAL BUDGET

166.000 CLICKS

\$0.20 CPC

12.62% CTR

4.56% CR (CR = no. of leads/no. of deposits)



# CASE STUDY #5

How can you increase your community with new & targeted Twitter followers in less than 4 days?

**GROWTH HACKING\***  
in 2 days

VS.

**TWITTER ADVERTISING**  
in 4 days

- 50% TIME

- 472% COST PER FOLLOWER

8x MORE FOLLOWERS

*\*no fake followers, but real, organic and interested in the project (based on interaction)*



# CASE STUDY #6

Community building for MAPTOS.IO in 2 weeks

5K ORGANIC, REAL FOLLOWERS\*

10 AMAs WITH 100 - 200 PARTICIPANTS / AMA (on average)

\$0 INVESTMENT

*\*no fake followers, but real, organic and interested in the project (based on interaction)*



**Thank  
you**

Get in touch [mkt@moonsociety.rocks](mailto:mkt@moonsociety.rocks)!