



How a new crypto exchange platform drove engagement and website traffic amongst Twitter's [#FinTwit](#) community

EQONEX

EQONEX ([@eqonex](#)) is the first company with a cryptocurrency exchange to be listed on Nasdaq.

Their vision is to become the bridge between traditional finance and crypto, leading both into a new realm of finance — one that is focused on fairness, governance, and innovation.

Campaign objective

The EQONEX brand, formerly known as EQUOS the cryptocurrency exchange, was less than a year old at the time of this campaign.

They wanted to **reach more of Twitter's active crypto community and drive sign-ups and website traffic worldwide.**

To do this they used a mixture of targeting options, Website Buttons and Video Ads on Twitter and the [Twitter Audience Platform](#) (TAP).

Audience

As a young crypto brand, EQONEX wanted to reach a broad range of cryptocurrency-aware audiences globally.

Their **main target audiences included cryptocurrency traders, traditional financial traders, and investors coming from non-financial backgrounds** looking to diversify their portfolios.

The brand utilized the [Twitter Audience Platform](#) (TAP) to further broaden its reach and drive a high click-through rate (CTR).

Products used:

- [Video Ads](#)
- [Website Buttons](#)
- [Website Clicks](#)
- [Twitter Audience Platform](#)
- [Interest targeting](#)
- [Keyword targeting](#)
- [Follower look-alikes targeting](#)

“

As the first company with a crypto exchange to be listed on Nasdaq, our vision is to become the bridge between traditional finance and crypto. Executing a successful content driven campaign targeting Twitter's #FinTwit audience has been pivotal to our multi-channel marketing mix over the past year.

”

*Chris d'Humieres,
Senior Digital Marketing Manager,
EQONEX*



Results

EQONEX noticed an increase in traffic to the site and an uptick in interest in the EQONEX brand — with results showing **the campaign reached over 18 million people on Twitter and drove more than 5 million clicks to the EQONEX website.**

Website traffic campaigns with an optimized sign up goal also generated high quality sign ups per-week, onboarding new traders from Twitter to the Egonex platform. The Twitter Audience Platform (TAP) campaign further enhanced the campaign and drove more traffic to the EQONEX site at cheaper cost.

“Twitter audience targeting capabilities were precious to our campaign. Especially when it came to follower look-alike segments, as people interested in crypto are active communities of the accounts we targeted.”

Xavier Schillinger, Partner, Digital Business Lab

6.5% CTR

Video ads CTR

50%

Full video views

9.68% CTR

Blended average for the global TAP campaign

Keys to success

Connect with the crypto conversation

Twitter is home to a crypto-enthusiasts community that loves to talk with 128M Tweets about crypto globally in the last year.¹

EQONEX and agency partner Digital Business Lab (@digitalbizlab) used a variety of targeting to connect with these people and [drive traffic to their site](#). Targeting options included [interest targeting](#), [keyword targeting](#), and [follower look-alikes targeting](#).

The brand also tested a variety of hashtags to reach people on Twitter interested in crypto and to improve brand recognition.

Utilize the Twitter Audience Platform

To further boost their brand and drive traffic to the site, EQONEX ran ads on the Twitter Audience Platform.

The Twitter Audience Platform (TAP) is a great way to drive scale by displaying your ads on the thousands of mobile apps that are part of the Twitter Audience Platform.

For this campaign EQONEX noted cost-per-result (CPR) for Twitter TAP was 3x cheaper and CPLC (Cost per Link Click) results were 22x cheaper vs the Twitter platform alone.

Optimized video with a ‘human touch’

Twitter’s active audience has a passion for video (based on our 2020 average, 71% of Twitter sessions now involve video²) – conscious of this, EQONEX used video whenever possible during the campaign.

This strategy worked, with video assets performing best overall, and the videos optimized for 15s outperforming the other video ads.

[Video assets with a more human touch](#) also performed well and drove competitive Cost per View (CPV), View-through Rate (VTR), Click-through Rate (CTR), and saw higher engagement.

¹ Source: Twitter Internal Data comparing Jan 1 - June 23 2020 vs. Jan 1 - June 23, 2021, Global
² Source: Twitter Internal, January 2021, Global. Data reflects 2020 yearly average.

Learn more about [how to use the Twitter Audience Platform](#).

One of the best performing ads featuring CEO Richard Byworth and using a simple video narrative

