

BUILDING TRUST IN A TRUSTLESS ENVIRONMENT

BACKGROUND

2020 was a booming year for crypto. The price of assets skyrocketed and made a lot of people interested in the sector. But along with possibilities came also malicious actors: from scammers that targeted members of crypto communities with twists on the classic Nigerian prince scam to entire exchange operations that would work fine for a short period only to close and run with the deposits they had suddenly. Any company with serious intentions of making moves in crypto had to face the reality that establishing trust in the eyes of potential customers was of primary importance.



Campaign Core Features:



Establish Trust and confidence in the brand



Global Campaign, using localized influencers



60 to 90 seconds integrations and Platform Reviews

BYDFi is a Singapore-based crypto exchange founded in 2019. In 2020 it was perfectly positioned to become a solid name among exchanges. To achieve its goals, BYDFi started a collaboration with CreatorDB to improve brand awareness globally through influencer collaborations and platform reviews.

PHASE 1

Campaign Size:



50 Micro and Nano Crypto Influencers



12 Mid-Tier Crypto Influencers

Main Challenges:

- Identify trustworthy creators, noticing red flags in their stats and choosing to collaborate only with who was above any suspicion.
- Introduce CreatorDB and BYDFi as reliable and establish trusted relations with each creator.

Results:

By identifying and establishing strong connections with reliable and trustworthy creators, CreatorDB achieved BYDFi's goals of being introduced to potential clients from North America, South, and South East Asia, and Europe through figures they trusted and respected for their expertise, helping the final goal of, spreading positive awareness around BYDFi in the crypto space.

PHASE 2

Campaign Size:



5 Major Crypto Influencers

Results:

Once a base layer of notoriety and respectability was achieved through phase 1, BYDFi decided to step up the intensity of its campaign and wanted to reach the largest audience possible. Therefore, 5 of the most prominent crypto influencers at the time, including the 2 with the most significant number of subscribers, were contacted, and a collaboration was set up. The brand awareness gained by BYDFi played an important role in establishing it as a serious competitor among crypto exchanges.

ABOUT CREATORDB

CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns. Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion views on its campaigns. CreatorDB employs proprietary software to collect 10s of millions of data points daily. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness. With a truly international spirit CreatorDB account management team comprises over 30 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world. CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.