

MONTHLY COMMUNITY MARKETING UPDATES - AUGUST 2021

WHAT'S NEW ON MARKETING UPDATES?



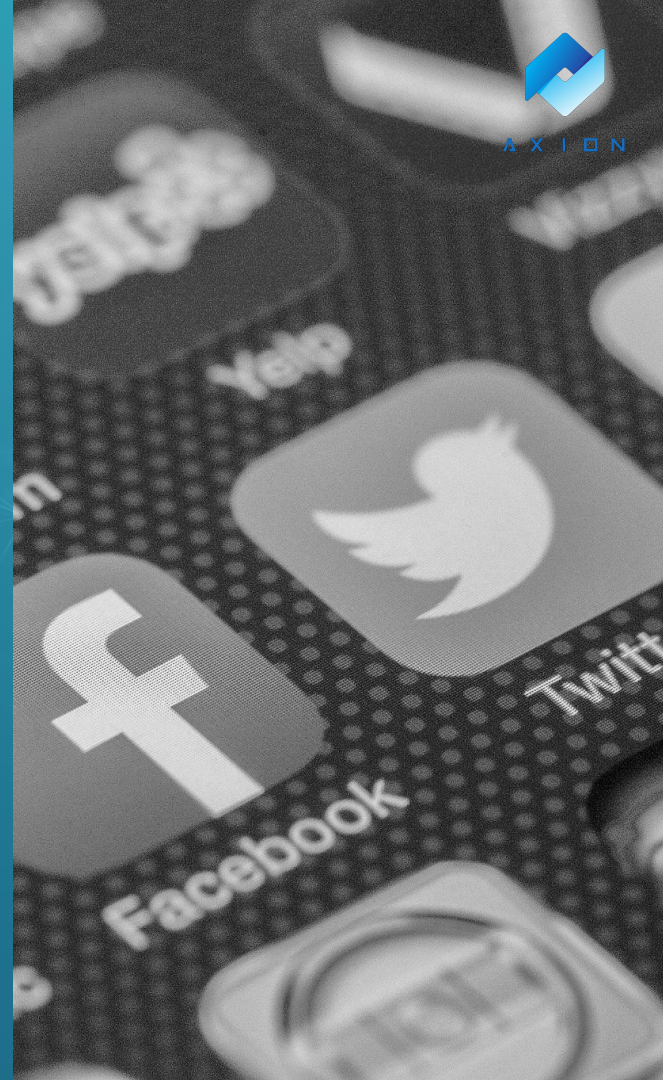
“August was a fascinating time for marketing, with the data we got in July feeding a more concerted effort for August. We honed in our HTML5 ads with Semetrix, ran a Brave Browser Homepage takeover, and had VoskCoin produce an amazing and thoughtful review for us.

With the launch of the Accelerator we’re looking to stepping up a new advertising medium with video ads, which we expect will result in a much higher ROI and CTR than previous campaigns. In this regard, we’re very excited for September’s campaigns.”

-Pullen, Marketing Director



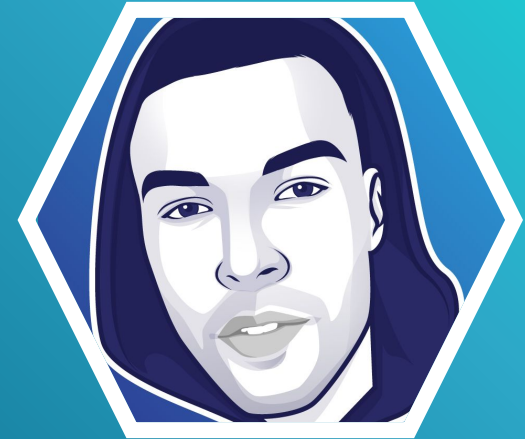
SOCIAL MEDIA GROWTH METRICS



UPDATES FROM THE SOCIAL MEDIA DIRECTOR

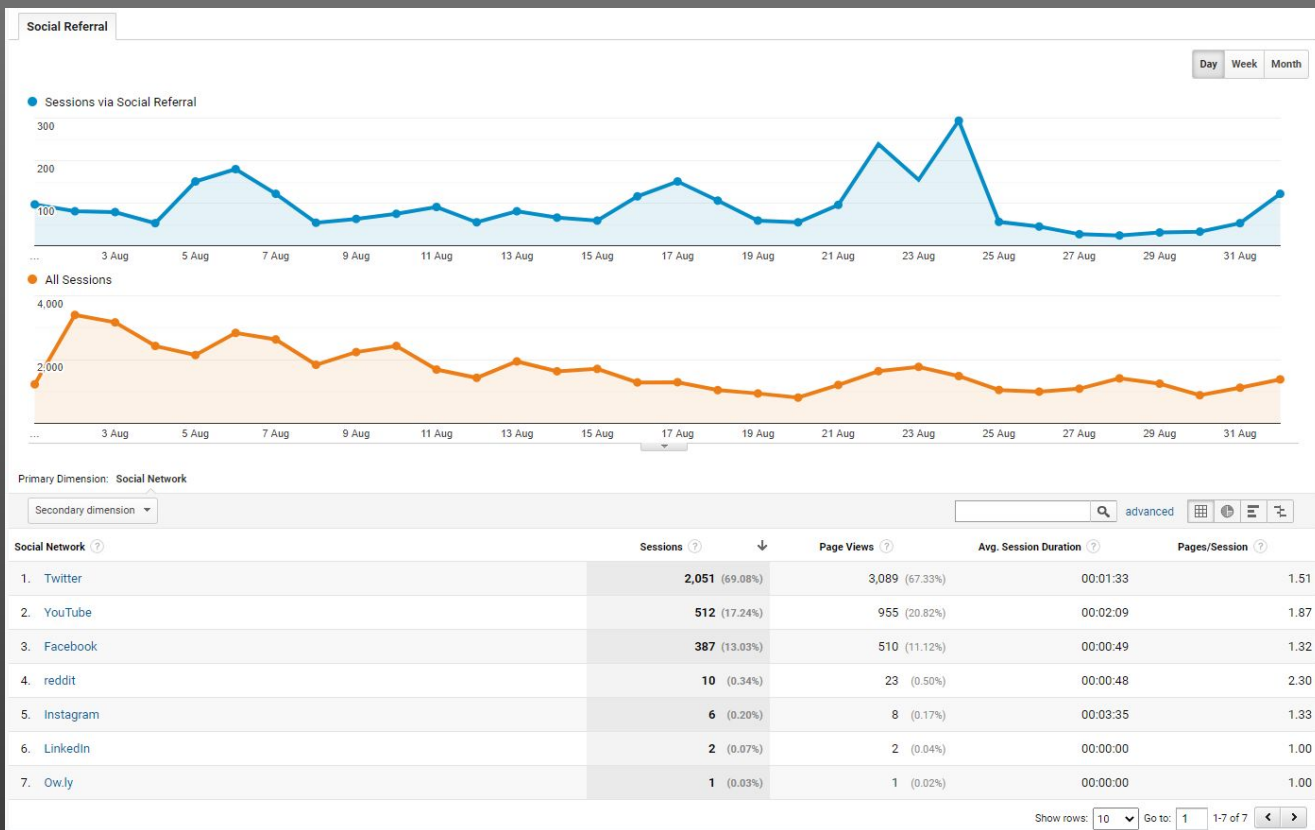


"This month the general outlook to our socials has shown a great response to the change in our direction and content. Keying in on that with consistency, encouraging more community support, and bridging into a solid Reddit presence is next on the horizon."



-Delgado, Social Media Director

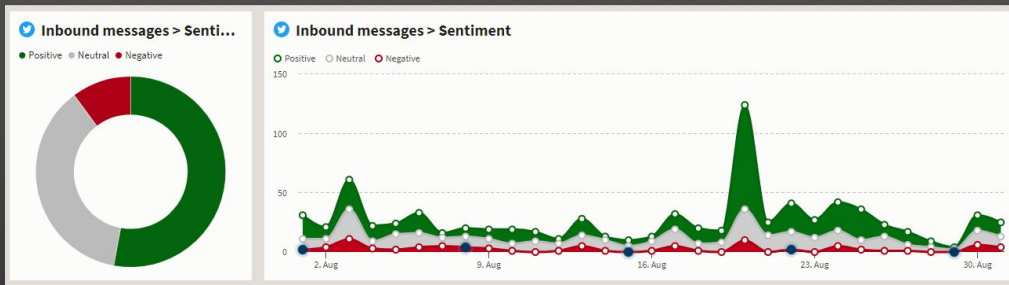
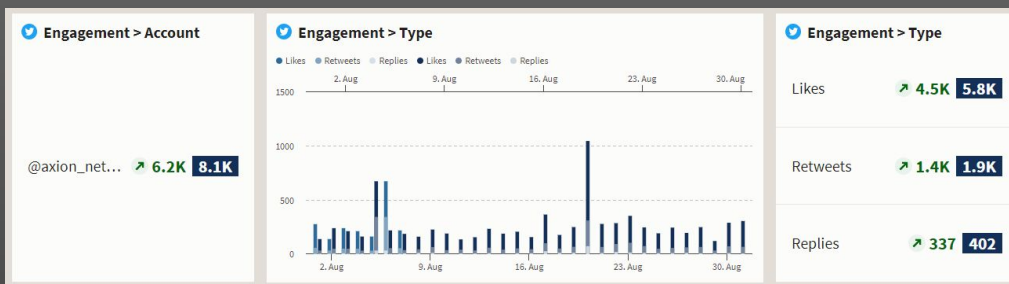
SOCIAL VISITS FROM WEBSITE



Our social referral activity was less in August than it was in July, but this was primarily due to not having as many announcements to make. Each Testing Initiative tended to boost website clickthroughs.

With the Accelerator, we hope to increase this metric significantly.

TWITTER AUGUST STATS



Although engagement was lower this month than the previous month, we went from 719 clicks on our posts to over 4,000 clicks, a huge increase!

Sentiment also remains overly positive, a good indicator that our tweets are being reacted to positively.

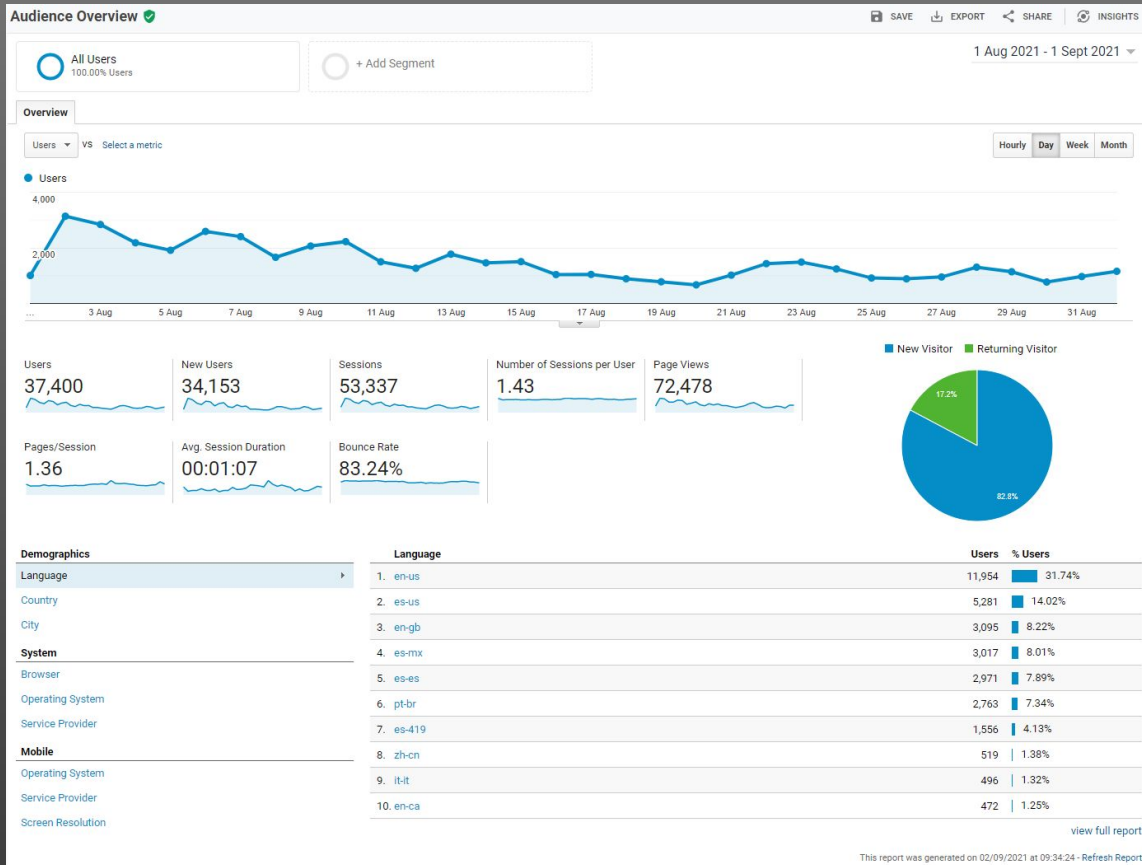
FACEBOOK AUGUST STATS



Similar to Twitter, our engagement for Facebook was down slightly this month, but the post traffic rates increased drastically, going from 53 clicks to over 2,400 clicks.

Sentiment also continues to remain positive, a great sign!

WEBSITE GROWTH STATS



Website traffic remained strong and positive throughout the month. We saw an increase in the average session duration (meaning people are staying longer on the site) and a decrease in our bounce rate, a number we'll want to constantly focus on. We also saw more activity from Mexico this month than before.

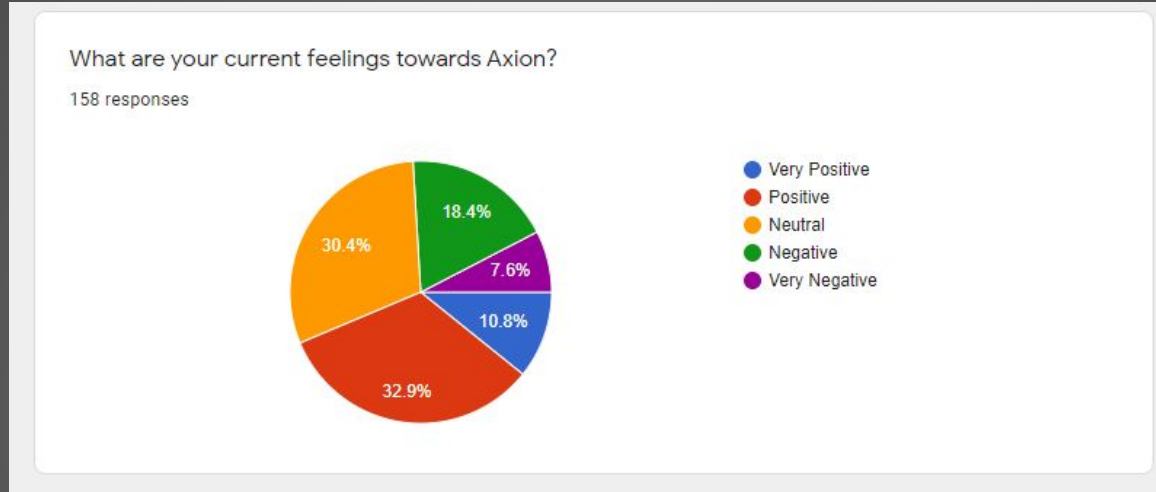
¡Hola!

AUGUST VOICE OF AXION USER SURVEY

As a part of our monthly reporting, we're asking the community to answer a short survey to gauge community sentiment and track it from month to month. These results showcase the sentiment in August.



CURRENT FEELINGS TOWARDS AXION

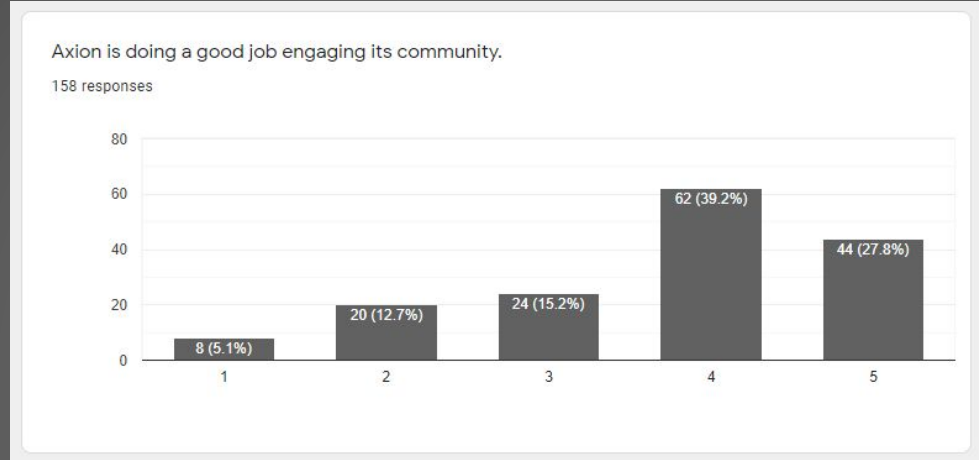


Asking the community about their current feelings towards Axion

- 42.9% of the community felt very positive or mostly positive about Axion
- 30.4% of the community felt neutral towards Axion
- 26% of the community was felt negative or very negative towards Axion

Team Assessment

With the price being low, it is no surprise that sentiment may reflect a lower overall feeling. The team is curious to see how the Accelerator and future advertising efforts will affect sentiment. Also to note: 158 responses are a very low sampling of the total community.



Asking the community to rate Axion's engagement with the community

- 67% of the community felt that Axion was engaging its community well
- 15% of the community felt neutral
- 17.8% of the community felt Axion was not doing a good job engaging the community

Team assessment

- This is very encouraging news to us, as the team is working hard to make sure we engage with the community as much as possible. Axion is a community driven project, so making sure that everyone feels caught up to date and engaged is important to all of us at Axion.

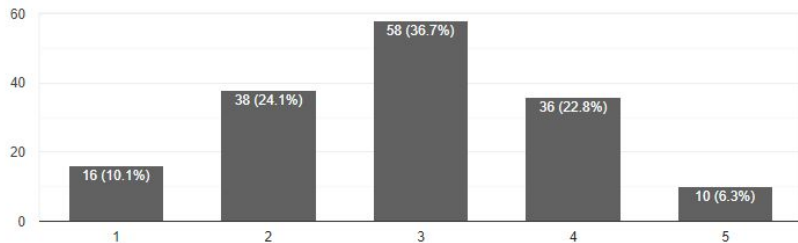
SOCIAL MEDIA AND PUBLIC PRESENTATION



A X I O N

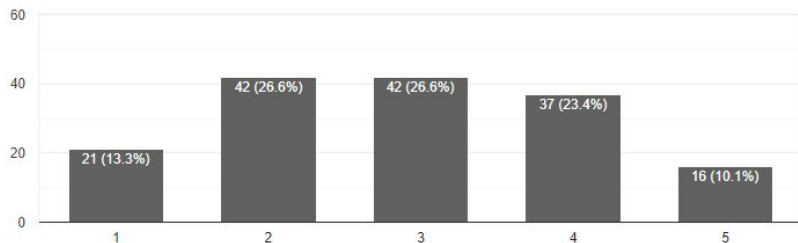
Axion has a strong Social Media presence.

158 responses



Axion is doing a good job presenting itself to the world.

158 responses



Asking the community to rate Axion's social media presence and public presentation

- Most of the community felt neutral about the social media presence and public face

Team assessment

- There's some work to do here with making sure that our social media presence and public presentation can improve. This generic question didn't provide feedback opportunities for the community to tell us *why* they felt the social media or public presentation did not come into alignment with how we think it is performing.
- We're curious to see how the Accelerator may change this sentiment.

AUGUST MARKETING BUDGET RECAP



AXION JULY BUDGET RECAP BREAKDOWN

**With the continued funding from the auction system,
no AXN was sold in August AND the marketing wallet
did not receive the normal \$50,000 distribution**

Traditionally, the Axion Marketing Wallet gets a standard \$50,000 distribution from the Dev wallet each month to fund marketing efforts. Because of the low price and the funding available through the auction system, the community saved \$50,000. This month's funding will never be sent to the marketing wallet, meaning that this huge amount of AXN will remain in the dev fund to grow!

Marketing wallet address:

0xbd9f707bfc7274ff2E6157cE6c1e56F329ACAA89

AXION JULY BUDGET RECAP BREAKDOWN

July Marketing Budget Rollover: **\$30,679.02**

August AXN Marketing Budget allocation: **\$0 USD**

August Marketing Received from Auctions: **\$42,958.36**

Total August Allocation: \$73,637.38

Total Expenses: \$52,405.40

Total Rollover to September: \$21,231.98

AXION AUGUST BUDGET RECAP

TOTAL AUGUST ALLOCATION:

\$73,637.38

TOTAL EXPENSES:

\$52,405.40

TOTAL ROLLOVER TO AUGUST:

\$21,231.98

SEMETRIX
USD \$23,000

BRAVE
USD \$13,279

ADMIN & MISC
USD \$1,219

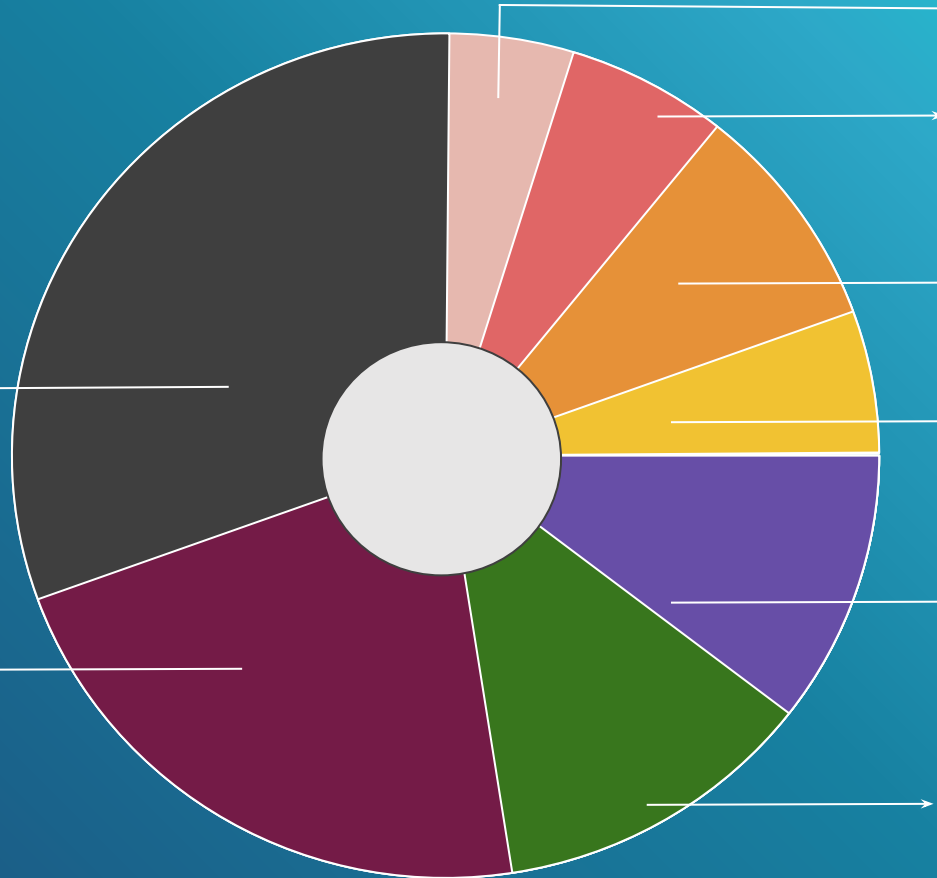
EVENTS + GIVEAWAYS
USD \$1,990

COINZILLA
\$3,165

PULLEN TUTORIAL VIDEO
FUNDS (STAKED IN AUCTION)
USD \$1,709

MARKETING WALLET BURN
USD \$3,537

MARKETING TEAM SALARIES:
USD \$6,215



METRICS ON SEMETRIX PROGRAMMATIC MARKETING



AXION



Spend
9,284.23

Impressions
18,225,794

Clicks
11,180

CTR
0.06%

CPC
\$0.83

Aug 1, 2021 - Sep 1, 2021

Conversion = Portal Visits

Conversion
3,528

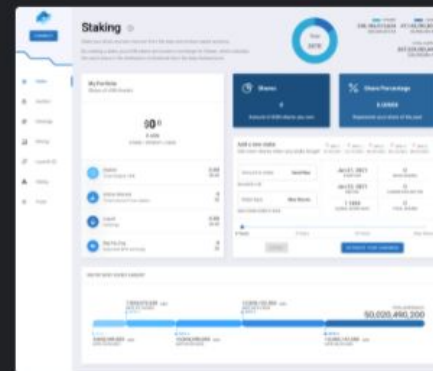
View Through Conversion
3,362

Click Through Conversion
166

CPA
\$2.63

CPA View
\$2.76

CPA Click
\$55.93



We ran two campaigns with Semetrix, one for the Axion Ledger Giveaway and the other for the standard Axion HTML5 ads. This budget allocation was split between these two campaigns. Semetrix also experimented with a very narrow audience target to increase the quality of the clickthroughs by targeting crypto specific sites. This made CTRs more expensive but the quality was higher. We decided to revert back to the July settings just to increase overall exposure.

BRAVE HOMEPAGE TAKEOVER METRICS



AXION



Campaign(s): Axion Sponsored Image - Aug 20

Budget: \$50,000

Flight Dates: August 20, 2021

*Report data estimates based on opted-in users

Views

63,287,969

Clicks

1,845,706

CTR

2.92%

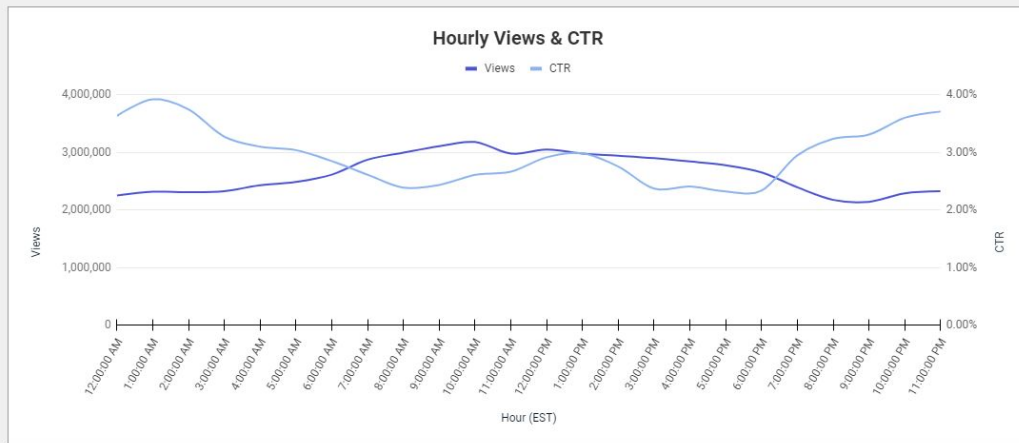
10 sec. Site Visits

226,610

Click to 10s Visit Rate

12.28%

Daily Performance



Axion ran a Brave Browser homepage takeover on August 20th, announcing the BAT token was now added to the ecosystem. We created custom 3D artwork for the browser and found a hugely positive feedback from both Brave and Axion communities.

This campaign also broke Brave records with 63 million views in a single day, which is a huge audience! The CTR was low compared to the views, but overall the result was still positive.

The cost for the Brave homepage takeover was \$50,000, representing the biggest spend so far. We as a team will evaluate whether or not this is good use of funds going forward.

QUOTE OF THE MONTH



AXION

The background of the quote is a photograph of a person's hands using a tablet computer on a wooden table. A white coffee cup is also visible on the table. The scene is brightly lit, likely from a window in the background.

**“THE AIM OF MARKETING IS TO
KNOW AND UNDERSTAND THE
CUSTOMER SO WELL THE PRODUCT
OR SERVICE FITS THEM AND
SELLS ITSELF.”**

**- PETER
DRUCKER**