

MONTHLY COMMUNITY MARKETING UPDATES - JULY 2021

WHAT'S NEW ON MARKETING UPDATES?

“We've had a great July in marketing so far, with our programmatic and traditional ad networks ramping up nicely. We had the best CTR on a Brave Push Notification Campaign in their history, which is a huge bonus for us!

And we're tracking everything on the website, on our analytics platforms in Google Data Studio, and in the staking/buying behavior. Lots of incoming data means better analytics going forward.

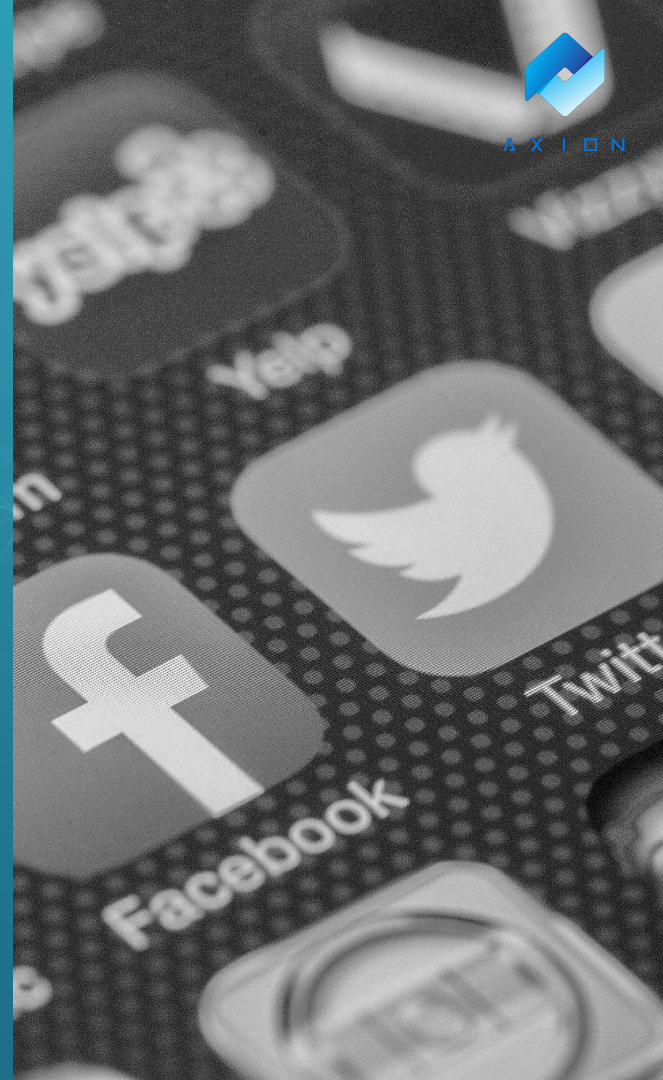
We will continue to monitor the metrics to effectively use the marketing budget.

Our next approach is to look at tactical approaches to target specific types of audiences across different platforms. This includes an update on the branding language as well as more interactive campaigns with existing and new audiences.”

– Pullen, Chief Marketing Officer



SOCIAL MEDIA GROWTH METRICS



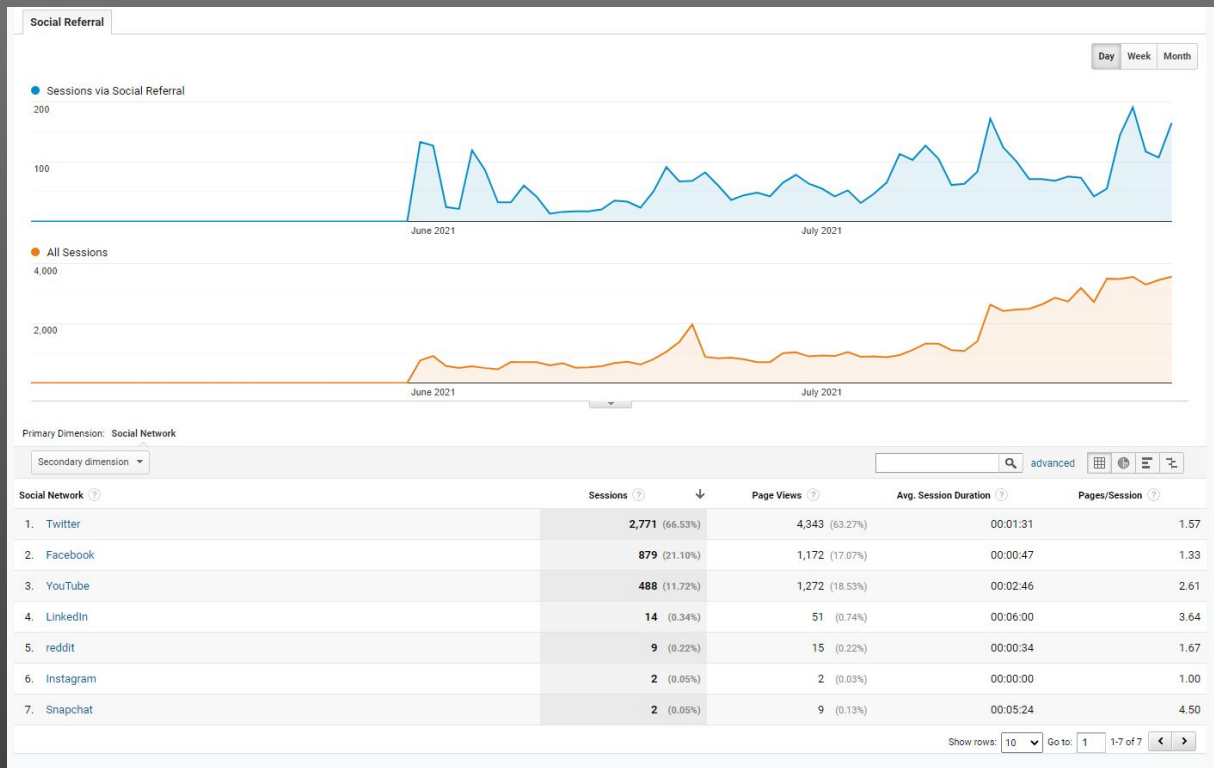
UPDATES FROM THE SOCIAL MEDIA DIRECTOR

“We’ve seen an amazing organic growth in our numbers and activities this quarter. Using that as a goalpost, we will now be focusing on targeted audiences for each social media platform and how we can expand to other platforms. The future is bright.”

-Delgado, Social Media Director



SOCIAL VISITS FROM WEBSITE



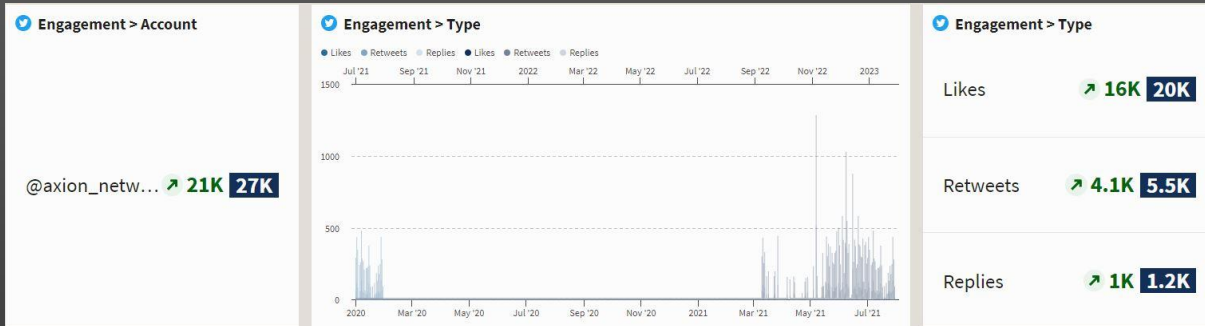
This showcases an overall uptrend in visits from social media platforms, especially in July.

We would like to see these numbers increase by driving more social posts towards our website.

TWITTER JULY STATS

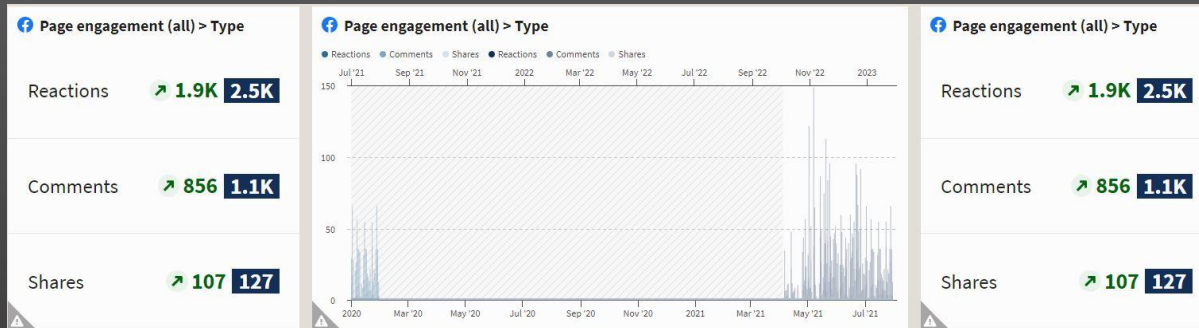
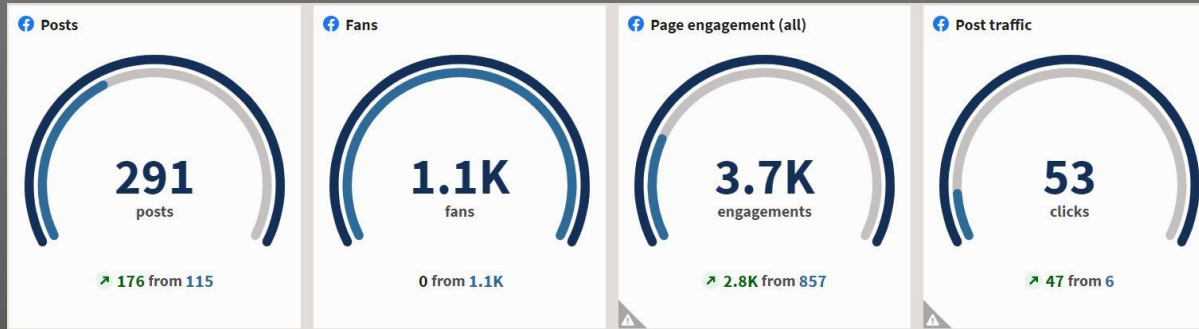


We are getting a *significant increase* in the number of Twitter engagements based on our metrics this month, from 6.4K engagements to 27K engagements, a huge boost!



With more content focused on general crypto materials as well as Axion's Launchpad partners, we hope to reach to members of other communities and grow the Axion brand.

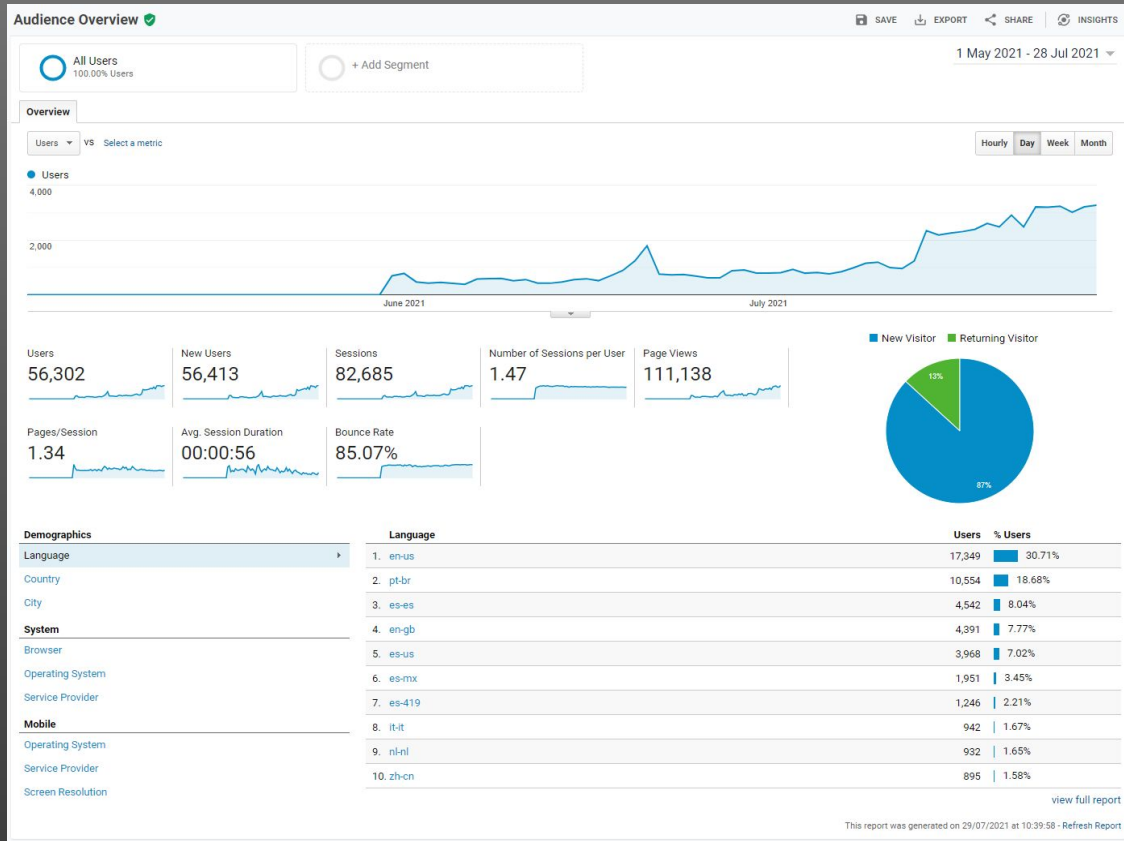
FACEBOOK JULY STATS



Our facebook user base is growing, though at a much slower pace than Twitter. We are looking to further grow our fan and engagement metrics through targeted content that is specific to the Facebook market.

This is work in progress for us as the team works on defining the objectives and marketing direction for Facebook.

WEBSITE GROWTH STATS



From June to July, we have seen constant and steady increase in visits to the website.

A surprise is the amount of web traffic incoming from Brazil, where our Programmatic ad campaigns are seeing a sharp increase in attention.

Olá, Brazil!

Q2 AXION USER SURVEY RESULTS

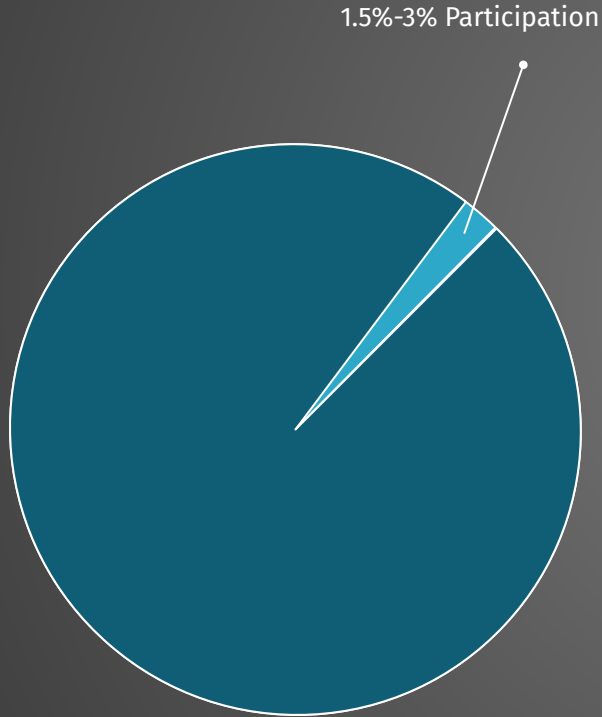
In July, we polled the community with a series of questions in order to get feedback on a variety of topics. Here is a small sampling of the survey results and the information that the team has analyzed.



PARTICIPATION RATE OF Q2 SURVEY



A X I O N



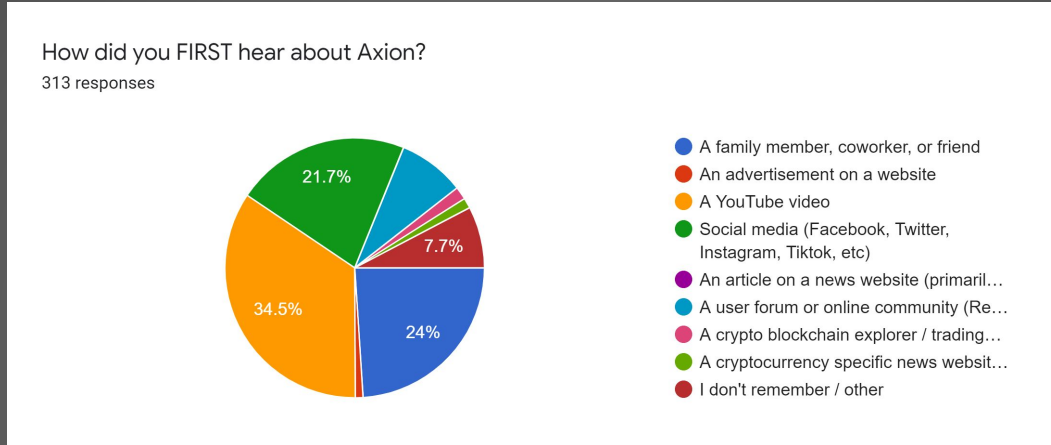
Huge thanks to the community for participating in the Q2 User survey. This survey is a quantitative effort from the team to understand the general sentiment of the community.

Ideally for a survey to effectively capture the sentiment of the community, we would need about 5-30% participation rate.

For this survey, if we take into consideration the total number of discord users of 10209 users, the participation rate is 3%.

If we take into consideration the total number of 19762 wallets, the participation rate is 1.5%

Due to overall market sentiment, user participation is low while Axion price is down. The team will look at ways to increase participation while also expecting a stronger response during significant price movement.



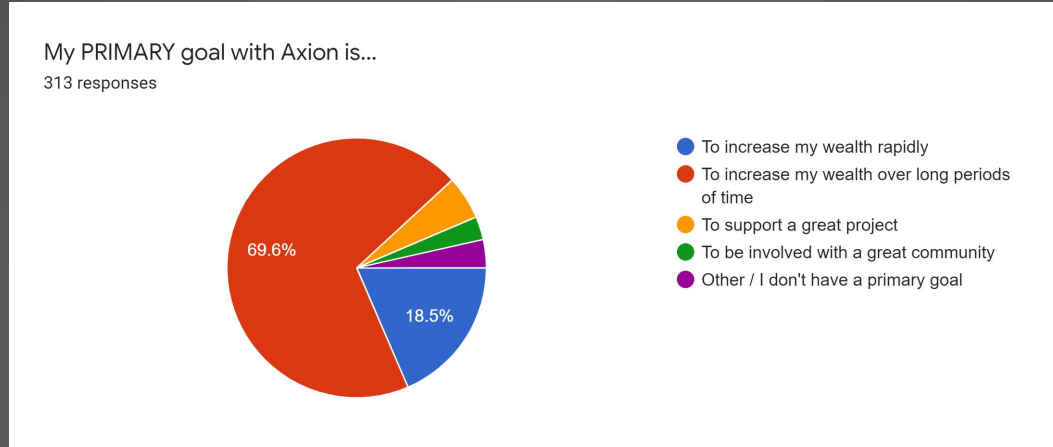
Based on recent Q2 poll to understand how investors discovered Axion

- 34.5% of the community was introduced through YouTube
- 24% of the community was introduced through friends/family members and coworkers
- 21.7% of the community was introduced through different social media mediums

Assessment and action plans

- Current assessment is before the full launch of programmatic marketing with Semetrix. We will continue to monitor the effectiveness of different types of mediums and make decisions based on the effectiveness of each type.

PRIMARY GOAL OF INVESTING IN AXION



Based on recent Q2 poll to understand the community primary goal of investing in Axion

- 69.6% of the community are expecting increasing wealth over long periods of time.
- 18.5% of the community are looking at exponential wealth increase

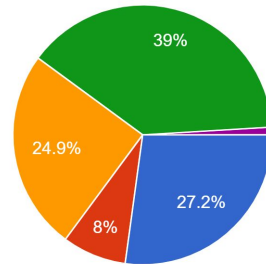
Assessment and action plans

- Generally the community are focused on long-term wealth creation instead of short-term growth.
- We are looking at ways to incentivize short-term growth / positive price movement

PURCHASING HABITS OF INVESTORS

If you were going to purchase more AXN right now, where would you go?

313 responses



- Buy AXN on Uniswap via uniswap.exchange
- Buy AXN via the Uniswap tab on the Axion Staking Platform - <https://stake...>
- Buy AXN via the Regular Auction (10% bonus in AXN)
- Buy AXN via the VCA Auction (10% cashback in Bitcoin)
- OTC Axion from another Axion Shareholder (direct transfer)

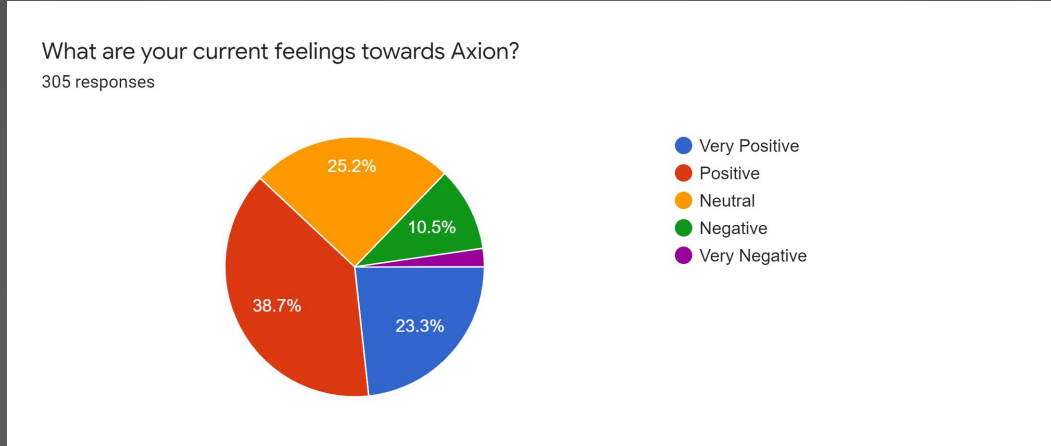
Based on recent Q2 poll to understand investors purchasing habits

- 39% of investors prefers to buy \$AXN through the VCA Auction
- 27.2% of investors prefers to buy \$AXN through Uniswap
- 24.9% of investors prefers to buy \$AXN through the Regular Auction
- 8% of investors prefers to buy \$AXN the Uniswap tab on Axion staking platform

Assessment and action plans

- We would like to incentivize uniswap buys equally with auction buys to create a balanced ecosystem. Further tweaks to the Auctions will be necessary to remain fair and competitive

GENERAL SENTIMENT ON AXION

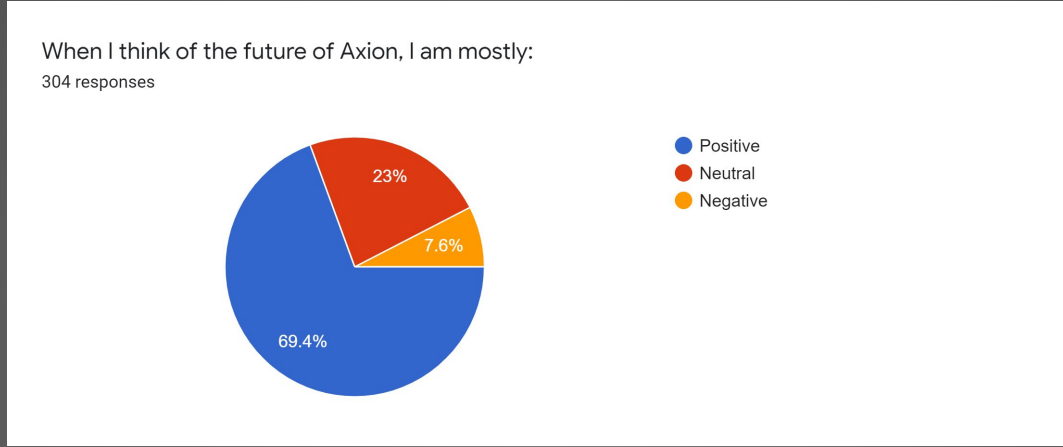


Based on recent Q2 poll to capture the general sentiment on the project

- 23.3% of the community have extremely positive sentiments
- 38.7% of the community have positive sentiments
- 25.2% of the community have neutral sentiments
- 10.5% of the community have negative sentiments

Assessment and action plans

- The team will have regular engagement with the community to keep a healthy communication channel for feedback and discussions.



Based on recent Q2 poll to capture AXION's investors outlook for the future

- 69.4% of the community are positive about AXION's future
- 23% of the community are neutral about AXION's future
- 7.6% of the community are negative about AXION's future

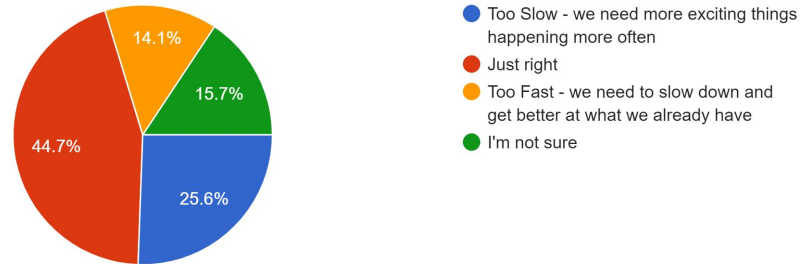
Assessment and action plans

- Despite significant price decreases, the community remains primarily optimistic about the future, which is a strong bullish sign.

OUTLOOK ON AXION CHANGE MANAGEMENT

The pacing of Axion (the rate at which it develops and launches new features) is:

313 responses



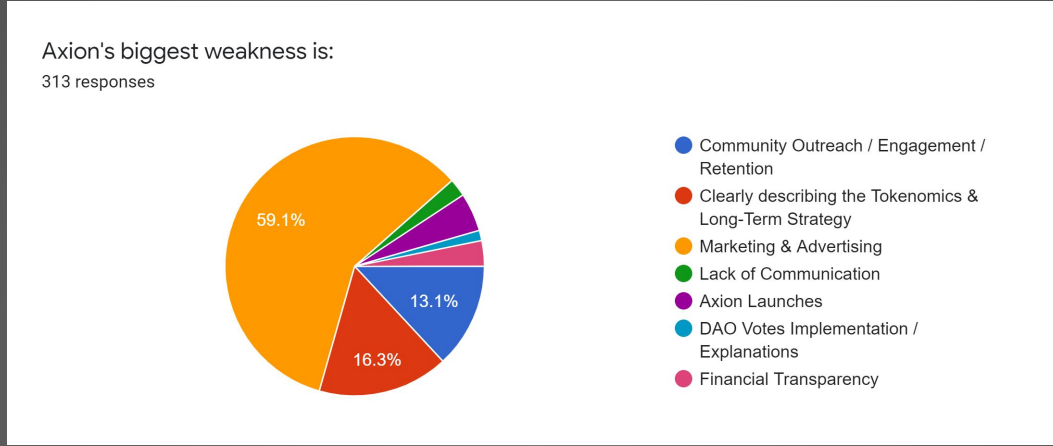
Based on recent Q2 poll to understand the community's sentiment on the speed of development

- 44.7% of the community feels the development speed is just right
- 25.6% of the community feels the development is too slow
- 14.1% of the community feels the development is too fast

Assessment and action plans

- Overall, the community feels the speed of development is just right, or could be a little faster. This helps the team understand that we can propose new changes and tweaks to Axion without worry about too many changes happening too quickly.

INVESTOR OUTLOOK ON AXION'S WEAKNESSES



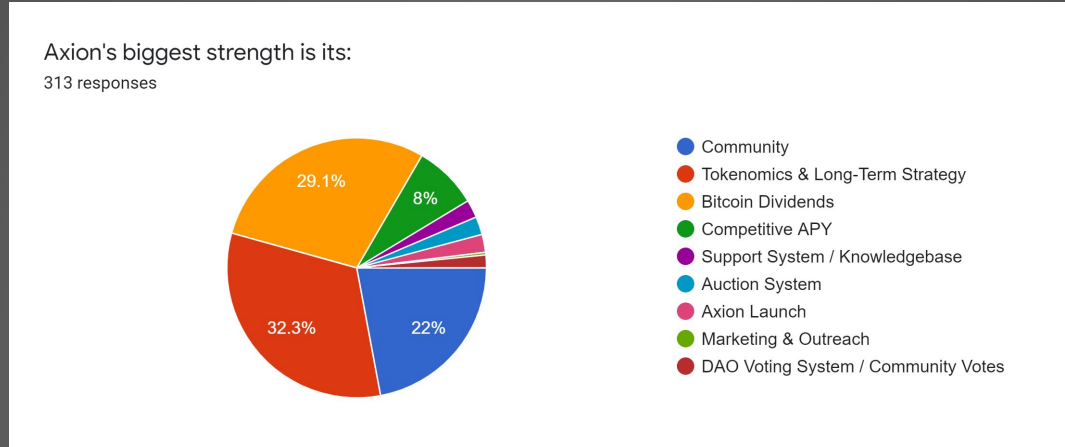
Based on recent Q2 poll asking the community about Axion's biggest weakness

- 59.1% of the community believes Marketing & Advertising to be Axion's greatest weakness
- 16.3% of the community feels that clearly describing the tokenomics and strategy is Axion's greatest weakness
- 13.1% of the community feels that community outreach is Axion's greatest weakness

Assessment and action plans

- The team agrees with the community's assessment and is focusing heavily on marketing this quarter. We are also working to have more strategy discussions and community engagement.

INVESTOR OUTLOOK ON AXION'S STRENGTHS



Based on recent Q2 poll asking the community about Axion's greatest Strengths

- 32.3% of the community feels that Tokenomics & Long-Term Strategy is Axion's greatest strength
- 29.1% of the community feels that Bitcoin Dividends is Axion's greatest strength
- 22% of the community feels that the community is Axion's greatest strength
- 8% of the community feels that Competitive APY is Axion's greatest strength

Assessment and action plans

- Overall, the community's perception of Axion's strengths are in alignment with Axion's purpose and vision, though we were surprised that bitcoin dividends was incredibly prominent as that is a more recent inclusion into the Axion ecosystem.

JULY MARKETING BUDGET RECAP



AXION JULY BUDGET RECAP BREAKDOWN

June Marketing Budget Rollover: **\$26,350**

July AXN Marketing Budget allocation: **\$50,000 USD**

July Marketing Allocation from Community Auction Fund (as of July 29th): **\$41,147**

Total July Allocation: \$117,497

Total Expenses: \$86,818

Total Rollover to August: \$30,679

(AXN and ETH values calculated on July 29th, 2021)

AXION JULY BUDGET RECAP BREAKDOWN

**Thanks to the Community Auction Distribution vote,
not a single AXN was sold on the market in July!**

\$AXN was sent to event winners, but never sold on Uniswap.

Thanks, Axion community!

Marketing wallet address:

0xbd9f707bfc7274ff2E6157cE6c1e56F329ACAA89

AXION JULY BUDGET RECAP BREAKDOWN

TOTAL JULY ALLOCATION:

\$117,497

TOTAL EXPENSES:

\$86,818

TOTAL ROLLOVER TO AUGUST:

\$30,679

BRAVE BROWSER

USD \$26,206

COINZILLA

USD \$22,116

SOFTWARE/ ADMIN

USD \$867

EVENTS + GIVEAWAYS

USD \$1771

50 LEGERS PURCHASE & SHIPPING:

\$6,499

MARKETING TEAM SALARIES:

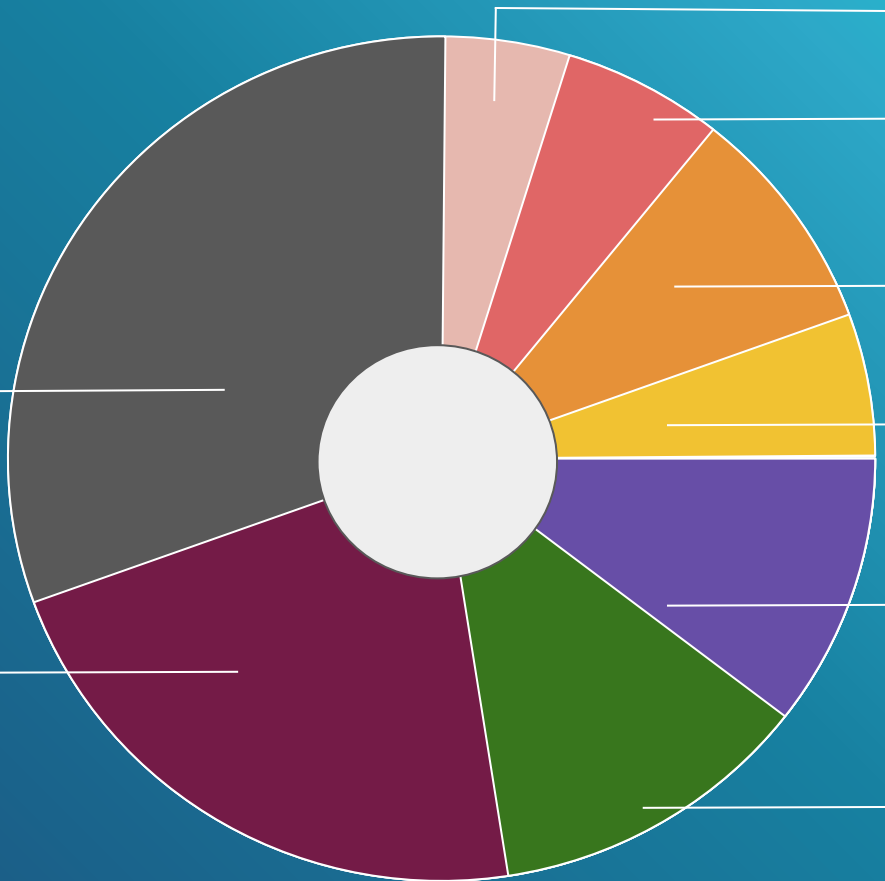
USD \$6,609

VOSKCOIN (YOUTUBER): \$11,250

VIDEO TO COME IN AUGUST

SEMETRIX AD CAMPAIGN

USD \$11,500



METRICS ON SEMETRIX PROGRAMMATIC MARKETING



AXION



Spend
17,134.33

Impressions
73,359,280

Clicks
54,326

CTR
0.07%

CPC
\$0.32

1 Jul 2021 - 31 Jul 2021

Conversion = Portal Visits

Conversion
16,802

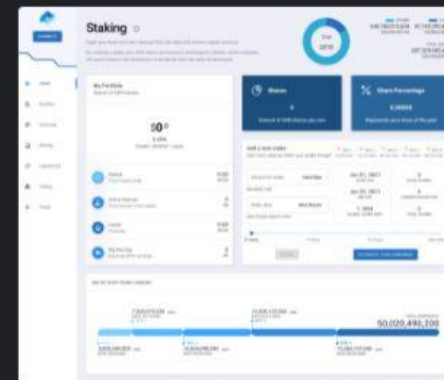
View Through Conversion
5,929

Click Through Conversion
10,873

CPA
\$1.02

CPA View
\$2.89

CPA Click
\$1.58



In the month of July, the marketing team has spent a total of USD \$17,134 creating a total of 73,359,280 impressions.

Based on the impressions that we received, we have a successful click through rate of 0.07%.

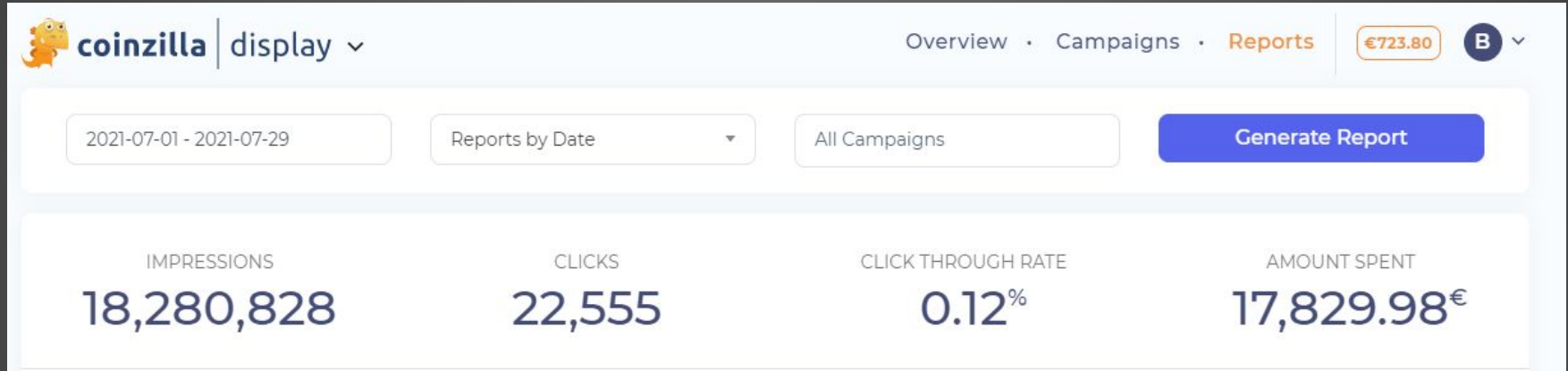
According to industry benchmarks, the average click-through rate is ~0.35%

The CTRs and performance will grow over time, as the algorithm becomes more accurate and our ads become more refined to meet our target audience.

METRICS ON COINZILLA DISPLAY ADS



AXION



There were three campaigns run on Coinzilla over the course of July: DIREWOLF, Vabble, and Axion, for a total of \$24,904 USD. These campaigns generated 18M impressions on major crypto platforms including CoinGecko, Etherscan, BscScan, CoinStats and more. The CTR on this campaign is lower than what we expect, and hope to create more relevant ads that will attract more attention from the crypto community. Some of the lower CTR was due to the Direwolf campaign, with the Axion campaign on Coinzilla averaging around 0.13% CTR. CoinZilla does not give information on average CTRs.

METRICS ON BRAVE PUSH NOTIFICATIONS



A X I O N



Campaign(s): Axion Direwolf - June/July Push Notifications

Budget: \$11,000

CPM \$12.00

Flight Dates: Jun 8 - July 8, 2021

Conv. URL: https://portal.axion.network/?utm_source=brave&utm_medium=pushnotification&utm_campaign=BraveConversion

Views

919,406

Clicks

171,321

CTR

18.63%

10 sec. Site Visits

20,831

Click to 10s Visit Rate

12.16%

Conversions

111,359

Spend

\$11,032.87

CPA

\$0.10

Between June to July, marketing spent \$11,000 on a Brave push notification campaign, resulting in Brave's largest CTR to date. This campaign scored **18.93%** CTR, with typical CTR for Brave is **9.8%**. The effectiveness of this campaign shows a strong audience with Brave Browser and resulted in a decision to enact regular ongoing marketing campaigns with Brave with additional budget to increase reach.

There are two campaigns running from July to August: a continuation of the June campaign and the Axion Summer Giveaway.

METRICS ON AXION WEBSITE BANNERS



AXION

Search		Search Tools	Clear	Impressions descending		20	
Status	Name	Pinned	Client	Impressions	Clicks	Language	ID
<input type="checkbox"/>	<input checked="" type="checkbox"/> Vabble Banner 3 (Alias: vabble-banner-3) Category: Banner 300x250	<input checked="" type="checkbox"/>	Vabble	508451 of Unlimited	314 - 0.06%	All	6
<input type="checkbox"/>	<input checked="" type="checkbox"/> Vabble Banner 1 (Alias: vabble-banner-1) Category: Banner 970x250	<input checked="" type="checkbox"/>	Vabble	451554 of Unlimited	391 - 0.09%	All	1
<input type="checkbox"/>	<input checked="" type="checkbox"/> #BetterWayToCrypto 300x250 (Alias: betterwaytocrypto-300x250) Category: Banner 300x250	<input checked="" type="checkbox"/>	Axion	245501 of Unlimited	290 - 0.12%	All	10
<input type="checkbox"/>	<input checked="" type="checkbox"/> #BetterWayToCrypto 970x250 (Alias: betterwaytocrypto-970x250) Category: Banner 970x250	<input checked="" type="checkbox"/>	Axion	244805 of Unlimited	319 - 0.13%	All	9
<input type="checkbox"/>	<input checked="" type="checkbox"/> Direwolf banner 3 (Alias: direwolf-banner-3) Category: Banner 300x250	<input checked="" type="checkbox"/>	Direwolf	169402 of Unlimited	87 - 0.05%	All	7
<input type="checkbox"/>	<input checked="" type="checkbox"/> Q2 Survey 970x250 (Alias: q2-survey-970x250) Category: Banner 970x250	<input checked="" type="checkbox"/>	Axion	166557 of Unlimited	147 - 0.09%	All	15
<input type="checkbox"/>	<input checked="" type="checkbox"/> Q2 Survey 300x250 (Alias: q2-survey-300x250) Category: Banner 300x250	<input checked="" type="checkbox"/>	Axion	165406 of Unlimited	153 - 0.09%	All	16
<input type="checkbox"/>	<input checked="" type="checkbox"/> Direwolf banner 1 (Alias: direwolf-banner-1) Category: Banner 970x250	<input checked="" type="checkbox"/>	Direwolf	116214 of Unlimited	97 - 0.08%	All	4
<input type="checkbox"/>	<input checked="" type="checkbox"/> Summer Giveaway 300x250 (Alias: summer-giveaway-300x250) Category: Banner 300x250	<input checked="" type="checkbox"/>	Axion	100874 of Unlimited	112 - 0.11%	All	18
<input type="checkbox"/>	<input checked="" type="checkbox"/> Summer Giveaway 970x250 (Alias: summer-giveaway-970x250) Category: Banner 970x250	<input checked="" type="checkbox"/>	Axion	100865 of Unlimited	104 - 0.10%	All	19
<input type="checkbox"/>	<input checked="" type="checkbox"/> Your Axion Story 970x250 (Alias: your-axion-story-970x250) Category: Banner 970x250	<input checked="" type="checkbox"/>	Axion	78758 of Unlimited	154 - 0.20%	All	13

We are running our own ads across the Axion website and Staking portal in order to notify new and existing investors of different events going on in the Axion ecosystem. Of 22 banners run in July, here's a sampling of the first 11 ads. CTR is in the 0.05% to 0.2% range. These cost us nothing to run, and so we are not considering them to be primary drivers of traffic, but it has resulted in some event conversions, which is great to have on our own platform.

EXAMPLES OF HTML5 ADS



A X I O N

"WHAT DIP?"
DON'T TIME THE MARKET.
Relax and 'divs with Axion!

START INVESTING

Axion logo and AXION text.

AXION

Join an Ethical Finance Ecosystem

FEATURING:
15X NATIONAL AVERAGE

FIND OUT MORE

**AXION IS PIONEERING ETHICAL FINANCE
IN THE CRYPTO WORLD.**

AXION

JOIN THE ETHICAL FINANCE REVOLUTION

Win a Ledger!

**AXION
SUMMER
GIVEAWAY**

**We're giving away
2 LEDGERS, EVERY DAY!
+ a \$1,000 grand prize!**

Our in-house HTML5 designer Ekkil has created many sets of ads running across our ad campaign network. Here is just a sample of 300x250 ads that are running on our network.

Based on the performance of these ads, we will be creating new ads to further refine and hone in our marketing to meet the eyes and demands of our target audience.

QUOTE OF THE MONTH



THE STRENGTH OF THE
TEAM IS EACH MEMBER.
THE STRENGTH OF EACH
MEMBER IS THE TEAM

PHIL JACKSON



Se