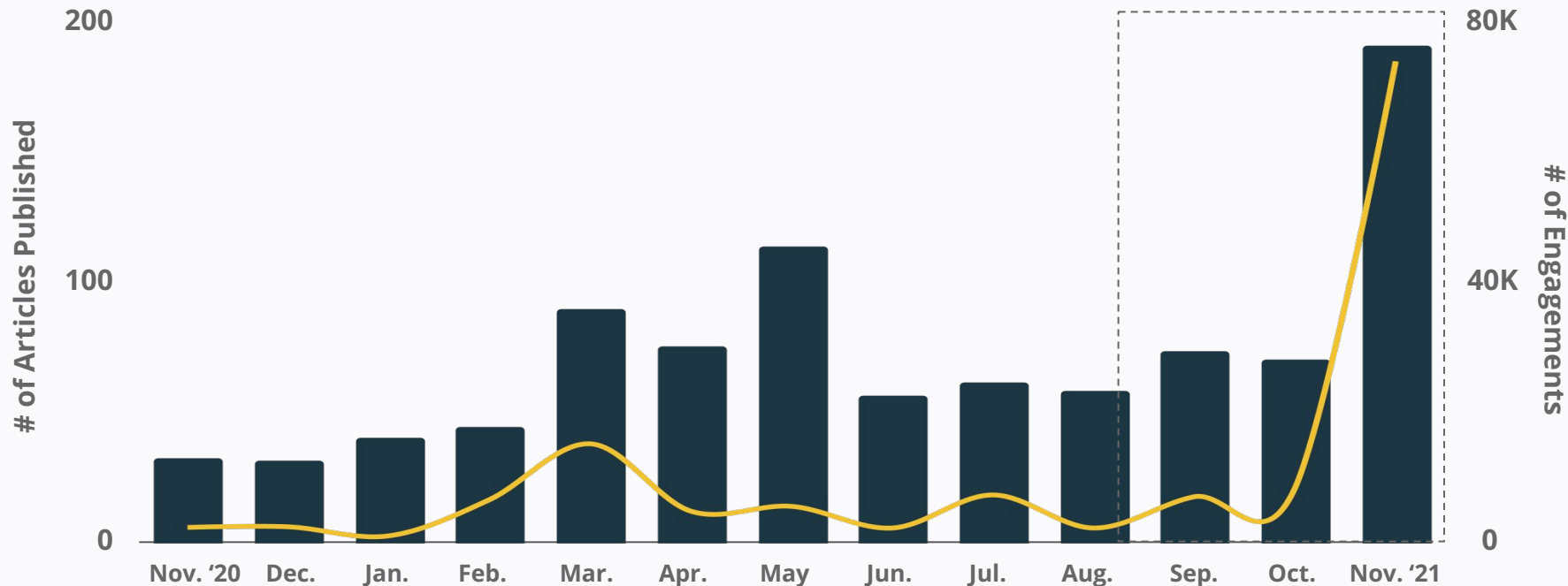




**How Crypto.com Generated +22M  
Site Visits in One Month Through  
Sponsorships & Celebrity  
Partnerships**

**Financial Services**

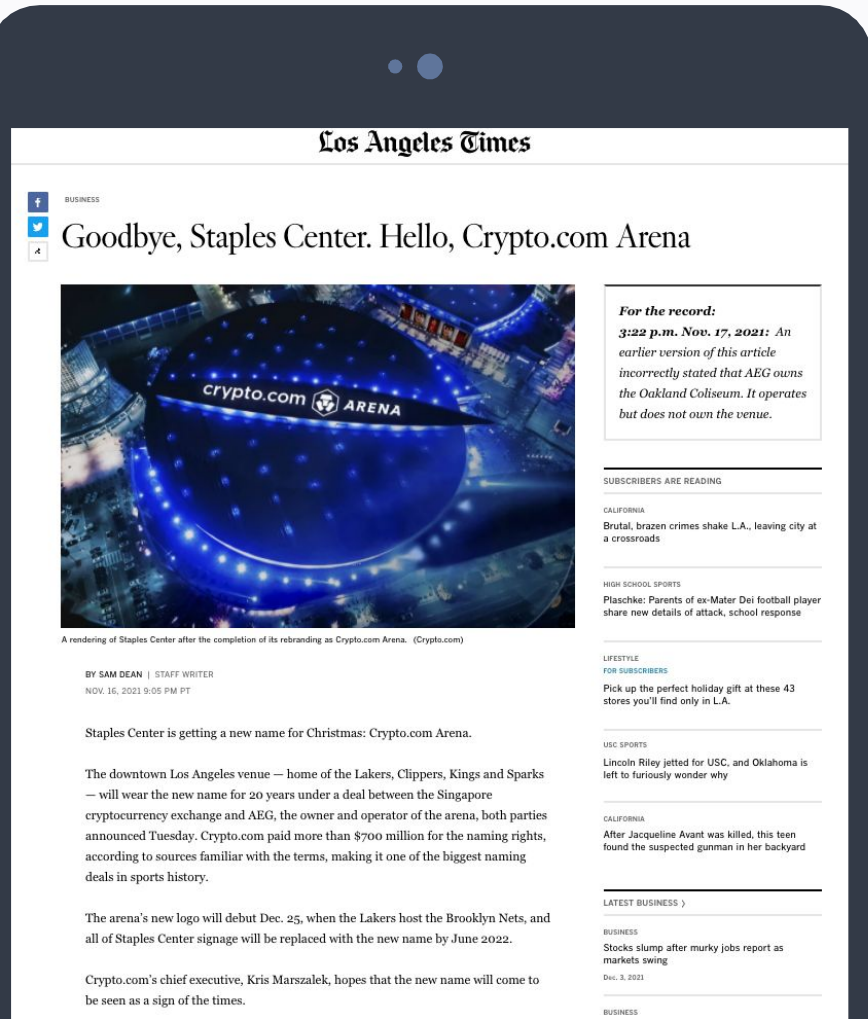
In November 2021, Crypto.com saw a spike in the number of engagements (+2,917% YoY) generated from news articles when the announcement was made that the Staples Center in Los Angeles was being renamed to the Crypto.com Arena.



[The LA Times' article](#) about the rebranding of the Staples Center generated the most engagement at 26K.

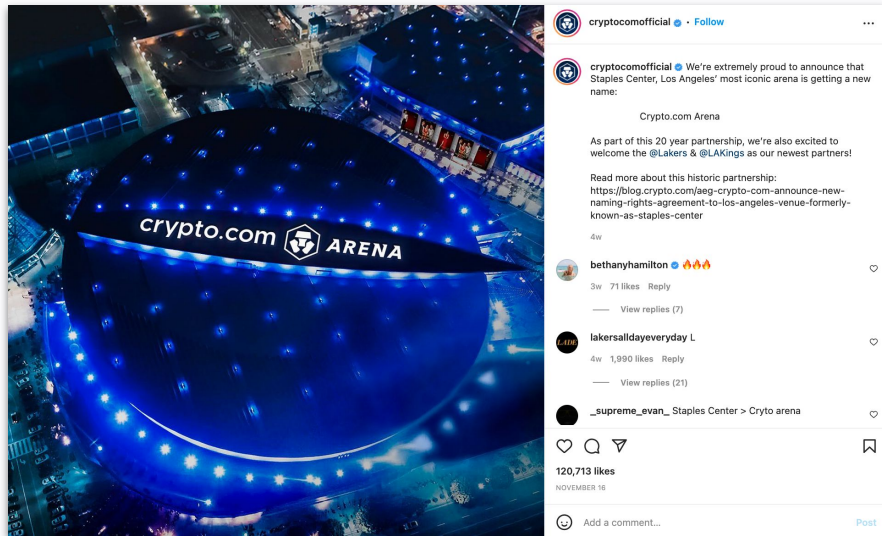
The article mentions that the arena will be named “Crypto.com Arena” for 20 years, under a \$700 million deal.

The rebrand will officially debut on December 25th, 2021 with all signage being replaced with Crypto.com by June 2022.



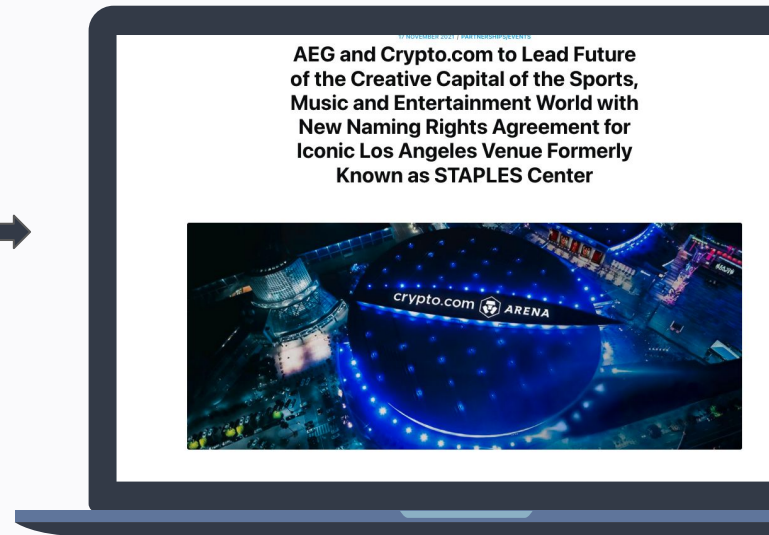
Crypto.com made an announcement on their official Instagram page on Nov. 16th 2021, which directed followers to a blog post explaining the 20 year partnership with the arena, the Lakers and the LA Kings.

*The brand did not run any advertisements on display or social media announcing the Crypto.com Arena.*



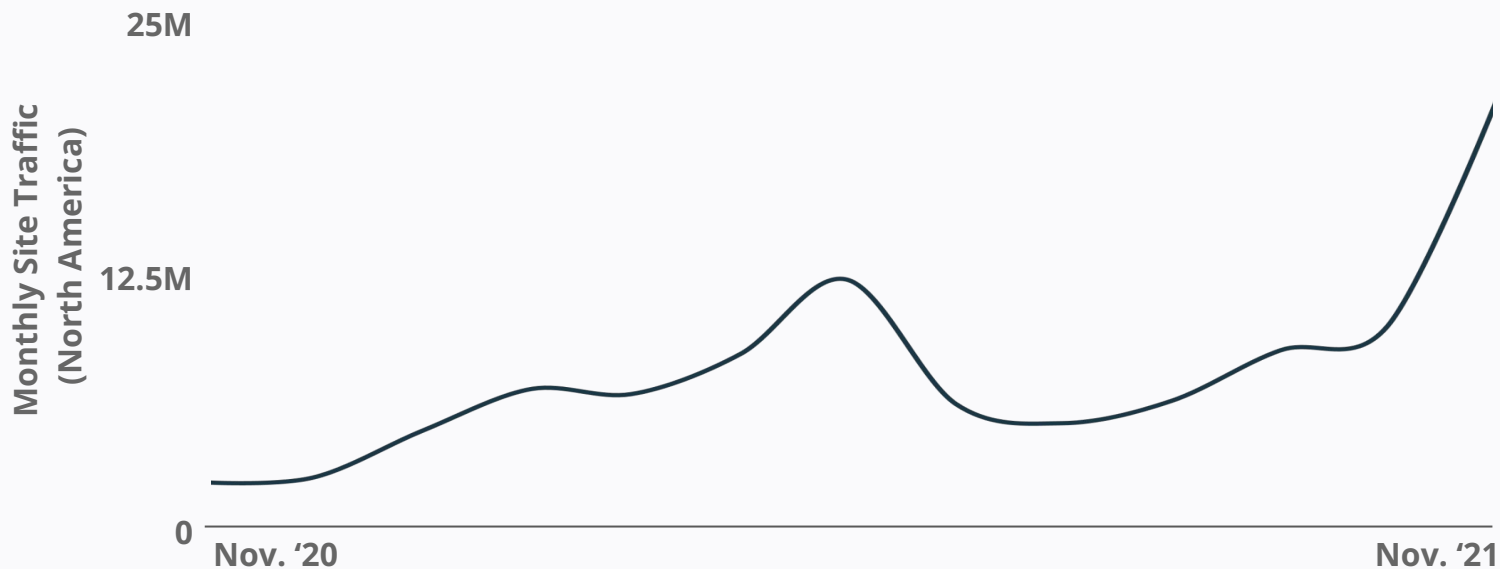
[Click to view](#)

120K Engagements | 17.25% Engagement Rate

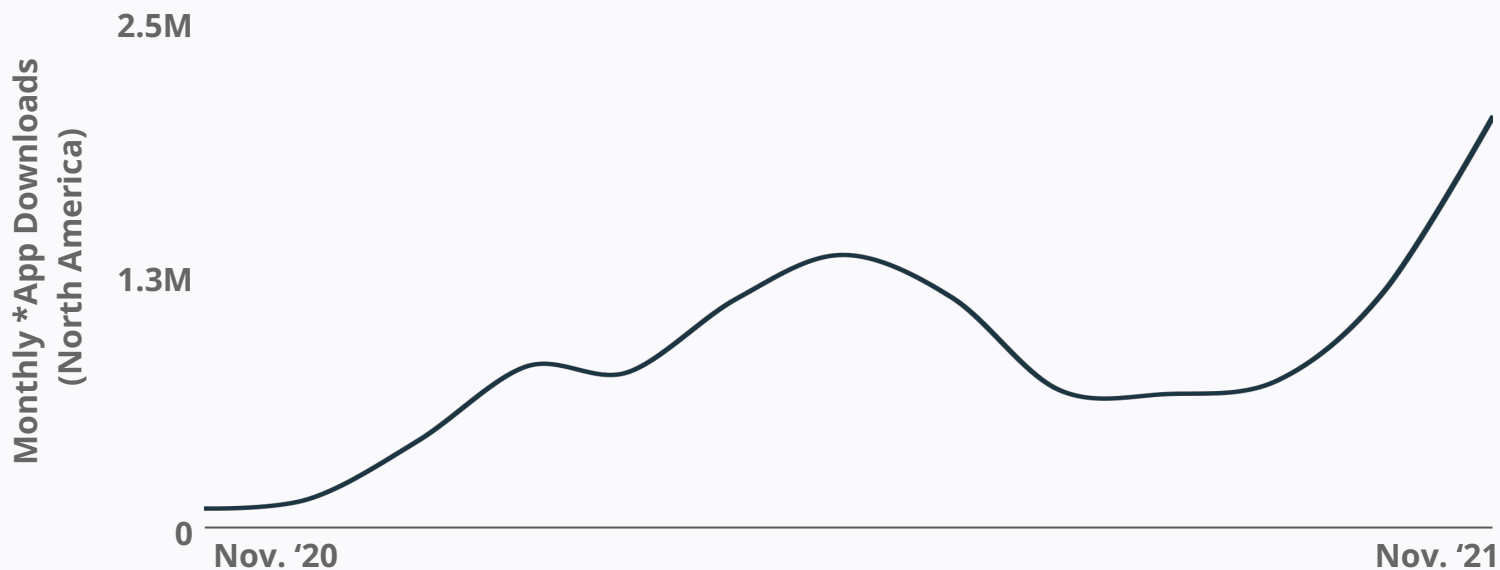


[Click to view](#)

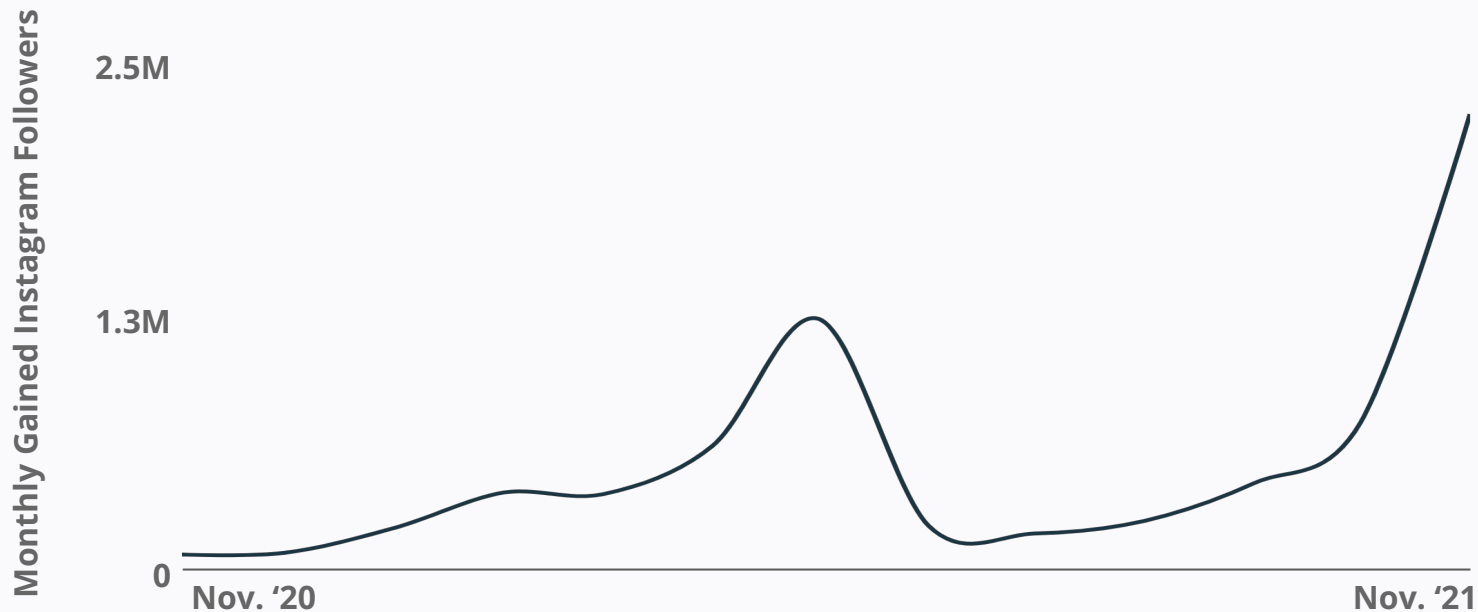
Following the announcement of the renaming of the Staples Center, in November 2021, Crypto.com saw a spike in web traffic by **+716%** YoY (Nov. 2020 vs Nov. 2021).



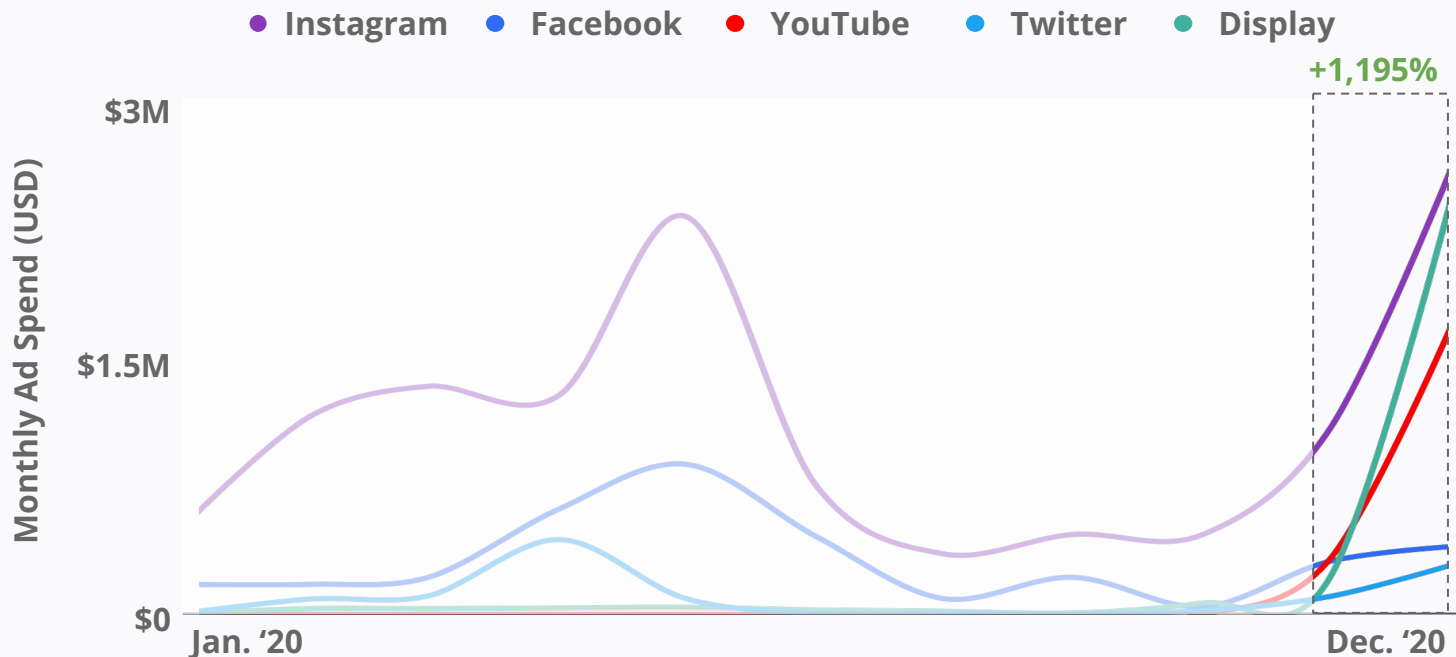
Crypto.com also saw an all-time high volume of app downloads in November 2021 at 2.1M, which is a **+2,134%** YoY increase.



As a result of the media attention of the Crypto.com Arena, the brand's organic Instagram account gained **+186K** followers in November 2021.



Crypto.com increased their ad spend budget significantly in November 2021 by **+1,195%** (November compared to September) from \$621K to \$8M. This is due to the launch of their new campaign featuring Matt Damon around the same time they announced the rebranding of the Crypto.com Arena.



Spend is a directional approximation and does not include retargeting, or behavioural targeting. (USD Dollars) \*Jan - Mar. 2021

© 2021 RightMetric Digital Ltd. All rights reserved.



On YouTube, the top campaign featured Matt Damon where he spoke to the audience about how “Fortune Favours the Brave” encouraging the audience to not miss their chance at investing in cryptocurrency before it is too late.



**\$1.9M**



Total YouTube ad spend  
(Nov. '21) promoting the  
Matt Damon campaign.

**6 Second Version**



[Click to view](#)

Spend: **\$1.8M** | Impressions: **103M** | CPM: **\$18.06**

**30 Second Version**



[Click to view](#)

Spend: **\$90K** | Impressions: **4.9M** | CPM: **\$18.05**

On Facebook, the top campaign was promoting Altcoins\* such as SHIB and Dogecoin which was trending on social media. The ad highlights a promo where new users enjoy 0% fees for 30 days.



**\$797K**



Total Facebook ad spend  
(Jan '21— Nov. '21)  
promoting alt coins.



[Click to view](#)

Spend: **\$419K** | Impressions: **44M** | CPM: **\$9.52**



[Click to view](#)

Spend: **\$205K** | Impressions: **23M** | CPM: **\$9.07**

Spend is a directional approximation and does not include retargeting, or behavioural targeting.

\*Altcoins are cryptocurrencies other than Bitcoin (BTCUSD).

© 2021 RightMetric Digital Ltd. All rights reserved.

On Instagram, the top campaigns were focused on advertising promotions (i.e: 8% back and 10% rebates) and giveaways ("Trade SHIB now to win!").



**\$1.2M**



Total Instagram ad spend (Jan '21— Nov. '21) advertising giveaways and promos.



[Click to view](#)

Spend: **\$202K** | Impressions: **19M** | CPM: **\$10.49**



[Click to view](#)

Spend: **\$495K** | Impressions: **56M** | CPM: **\$8.89**

Spend is a directional approximation and does not include retargeting, or behavioural targeting.

© 2021 RightMetric Digital Ltd. All rights reserved.

On Twitter, the top campaign was a NFT giveaway where people who created an account at [crypto.com/NFT](https://crypto.com/NFT) by March 31st received a free NFT.



**\$1.2M**

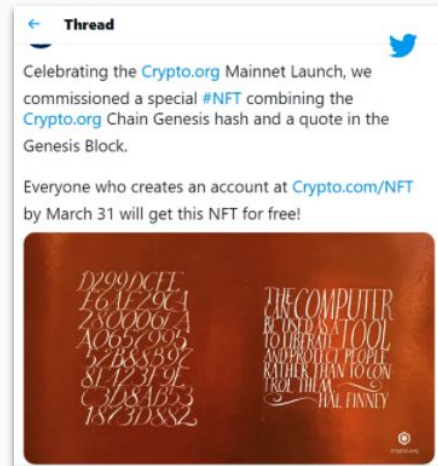


Total Twitter ad spend  
(Jan '21— Nov. '21)  
promoting NFT  
giveaways.



[Click to view](#)

Spend: **\$219K** | Impressions: **42M** | CPM: **\$10.49**



[Click to view](#)

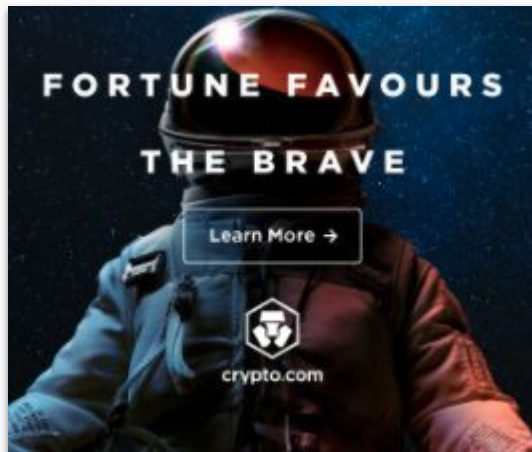
Spend: **\$140K** | Impressions: **29M** | CPM: **\$4.78**

On Display, the top campaign was the “Fortune Favours The Brave” campaign, which directed users to the [main homepage](#) where viewers can watch the full film. The top publisher for this display campaign was reddit.com.

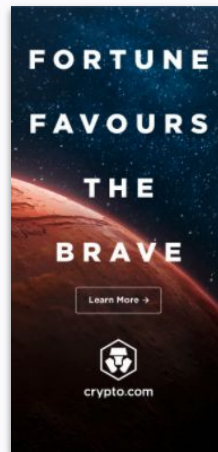


**\$2.7M**

Total Display ad spend  
(Jan '21— Nov. '21)  
promoting the “Fortune  
Favours the Brave”  
campaign



Spend: **\$1.5M** | Impressions: **115M**  
CPM: **\$12.65**

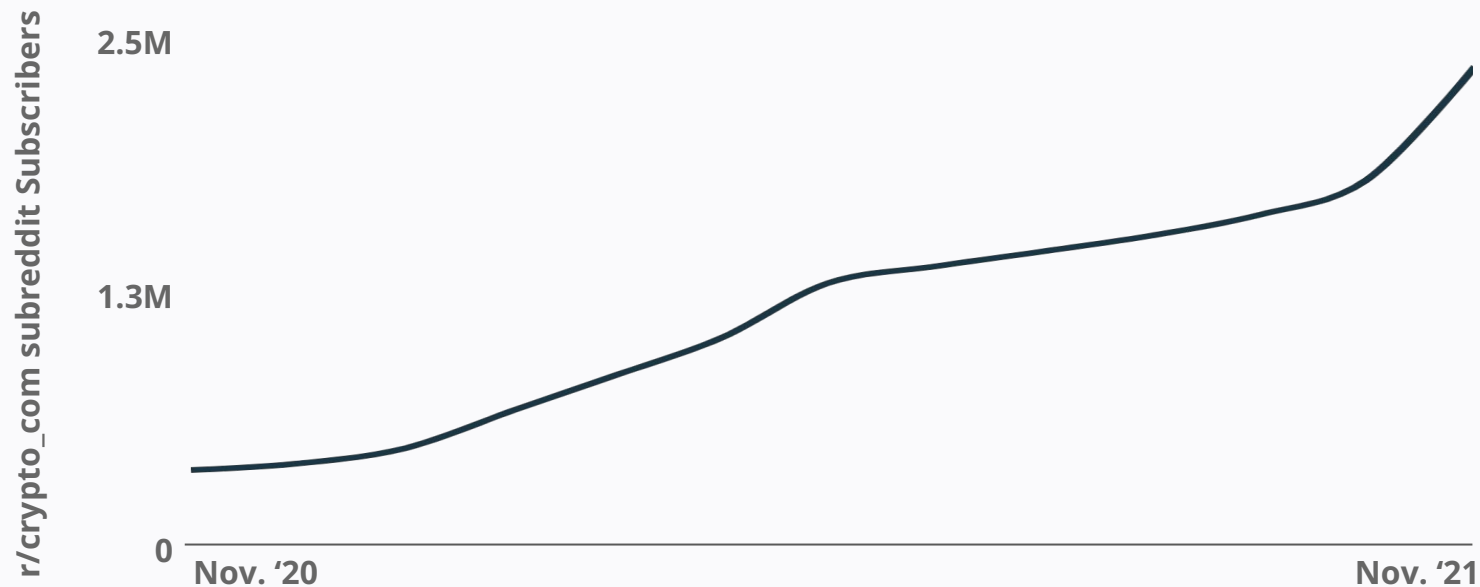


Spend: **\$630K**  
Impressions: **132M**  
CPM: **\$4.75**

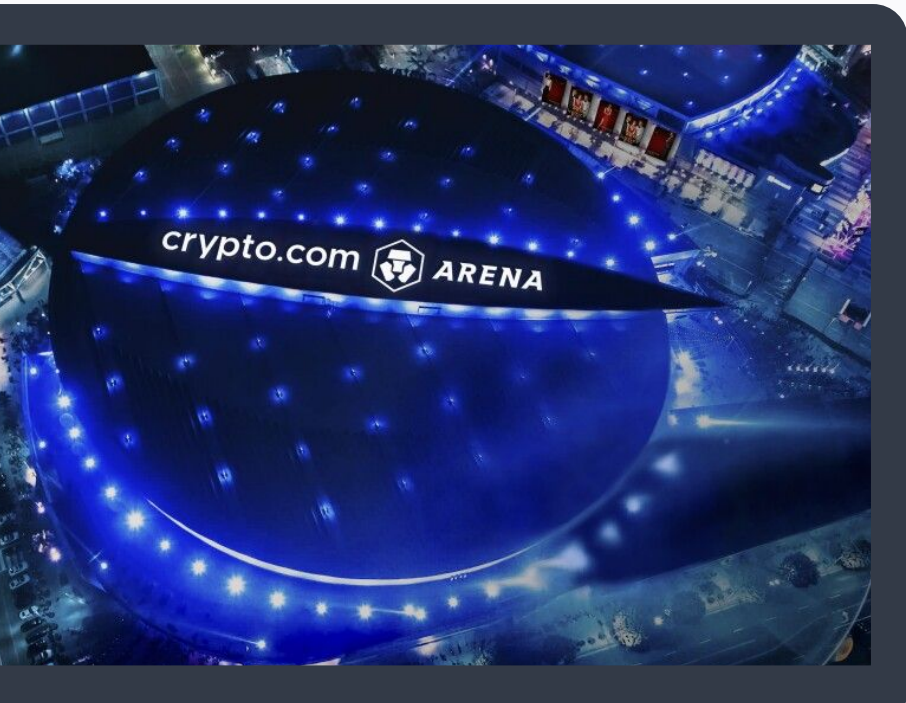
#### Top 5 Publishers for Display

Publisher	% of Spend
reddit.com	\$2,073,500
investing.com	\$110,600
accuweather.com	\$43,100
yahoo.com	\$13,100
fandom.com	\$10,600

Crypto.com focused their display advertising efforts on reddit as the brand has a significant following (124K subscribers as of Dec. 1, 2021) on their own [subreddit](#). Crypto.com's subreddit saw a **+523%** increase in subscribers YoY in November 2021.



In November 2021, Crypto.com announced the launch of the Crypto.com Arena as well as the “Fortune Favours the Brave” campaign featuring Matt Damon, which led to the following results:



#### November 2021 Results

---

**+74K** Article Engagements (+2,917% YoY)

**+22M** Site Visits (+716% YoY)

**+2.1M** App Downloads (+2,134% YoY)

**+186K** IG Followers (+3,513% YoY)

**+29K** Subreddit subscribers (+523% YoY)

# Key Takeaways

In November 2021, Crypto.com announced the launch of the Crypto.com Arena as well as the “Fortune Favours the Brave” campaign featuring Matt Damon, which resulted in the brand generating 22M site visits, 2.1M app downloads and 186K new Instagram followers.

## Crypto.com Arena Sponsorship

- **Sponsorship Deals:** The brand made the announcement on their official Instagram page on Nov. 16th, which directed followers to a blog post explaining the 20 year partnership with the arena. The announcement became viral, generating 74K engagements and over 190 articles about the new sponsorship.

## “Fortune Favours the Brave” Campaign

- **Celebrity Partnerships:** This advertising campaign was timed perfectly with the Crypto.com Arena launch and featured celebrity Matt Damon where he encouraged the audience to not miss their chance at investing in cryptocurrency before it is too late
- **YouTube & Display:** This campaign focused their advertising efforts on YouTube and Display where the brand allocated 95% of their YouTube budget towards the 6 second version of the video ad and 5% of the budget towards a 30 second version of the video ad
- **Top Display Publisher was reddit:** On Display, the top publisher was reddit as the brand gained a significant following on their own “r/crypto\_com” subreddit which currently has 124K subscribers as of Dec. 1st, 2021.