

case study:

LATAM campaigns for payment solution

company launch, 2021

partnership announcement, 2023

drofácomms

company's launch campaign *targets*

1

company's launch
in the new market

2

product announcements
relevant for the market

3

raising the audience's awareness of the crypto
payments that the company provides

company's launch campaign *numbers*

7 UNIQUE EARNED OPPORTUNITY MATERIALS:

1 press release

2 materials related to the press-release

2 news quotes

2 op-eds

2 press requests were received
for thought leadership pieces

>12M

average monthly traffic of outlets
where the campaign materials
were published

company's launch *campaign*



O Globo – # 1 in Brazil
86.11M

publication

company's launch *campaign*



publication



publication



Exame
12.3M

company's launch *campaign*



publication



publication

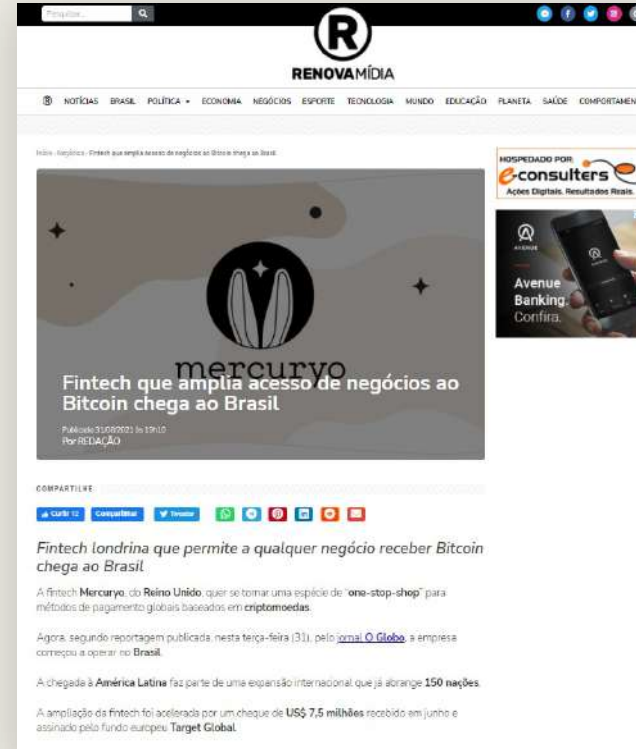
Cointelegraph
1.49M

company's launch *campaign*



Notícias ao Minuto
21.91M

publication



Renova Mídia
806.94K

publication

company's launch *campaign*



TI Inside
134.86K

publication



Fator Brasil
931K

publication

partnership announcement campaign *targets*

1

broad announcement of integration with a popular payment technology, PIX

2

company presence support in Brazil market

partnership announcement campaign *numbers*

9 UNIQUE EARNED OPPORTUNITY MATERIALS:

5 press releases

4 news quotes

2 press requests were received
for thought leadership pieces

partnership announcement *campaign*



publication



publication

Cointelegraph
1.49M

partnership announcement *campaign*



Cointimes
170K

publication



É Top Saber
37K

publication

partnership announcement *campaign*



Valor Investe
4.6M

publication

Documento publicado na **Nasdaq**, ontem, pela **BlackRock**, registrando o **iShares Ethereum Trust**, apontou que a maior gestora de ativos do mundo pretende lançar um ETF com exposição direta a ethereum (ETH), ampliando sua atuação no mercado cripto.

“Do ponto de vista regulatório, o processo e a estrutura legal para aprovação de ETFs já existem, independentemente de se concentrarem ou não em criptoativos”, observa **Petr Kozyakov**, cofundador e presidente da plataforma de infraestrutura de pagamentos **Mercuryo**. “O estatuto jurídico do bitcoin é universalmente aceito e é amplamente reconhecido que não é um valor mobiliário, porque não cumpre os critérios do Teste Howey e, portanto, não está sujeito a esse tipo específico de regulamentação.”



Comprei Ativo
30K

publication

partnership announcement *campaign*

**the original materials was also
reprinted on more than 10 outlets:**

Cantarino Brasileiro, JM1,
Aracaju Agora Noticias, The Verso,
etc.

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