



Crypto/Web3 PR Marketing Case Studies



PR Activities

We've executed PR campaigns for over 15 clients across 100+ partners. Generating a cumulative 20m+ impressions.

Clients -



KOMET

LBANK





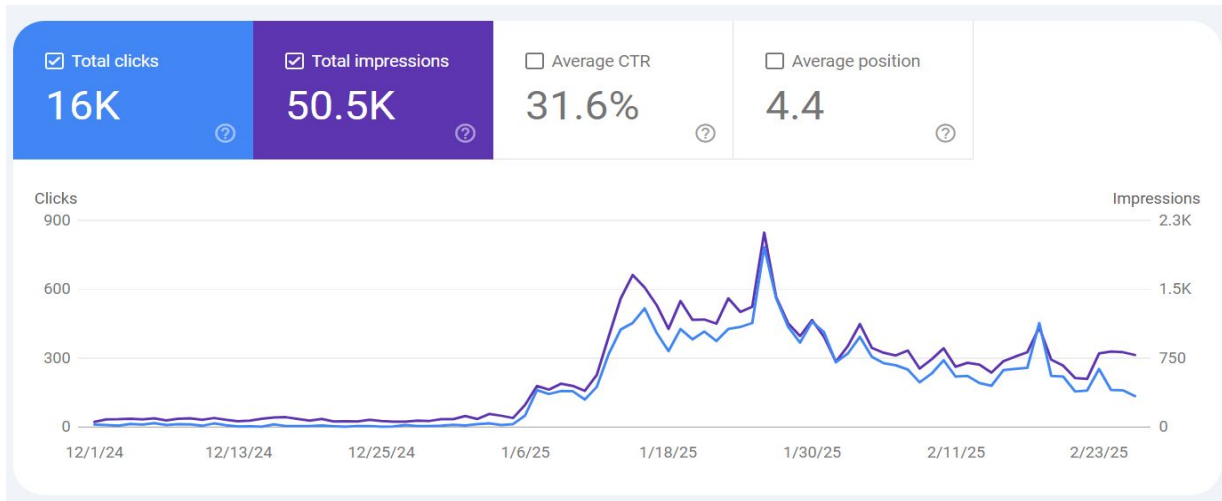
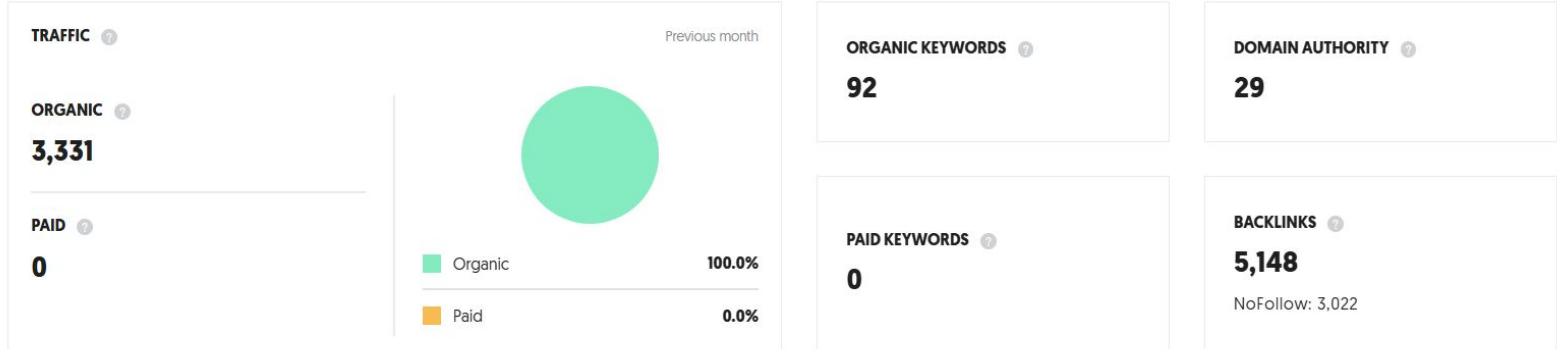
PR Activities

Partners -



Ozak

Traffic Overview 📍 : ozak.ai



BACKLINKS OVER TIME

Backlinks 

ORGANIC TRAFFIC

DOMAIN AUTHORITY

BACKLINKS



Generated over 400+ AI assisted articles which were published on Tier 2-3 web3 publications indexed on Google News. This was a strategic campaign for token presale.

DOMAIN AUTHORITY EVOLUTION

Domain Authority 

ORGANIC TRAFFIC

DOMAIN AUTHORITY

BACKLINKS



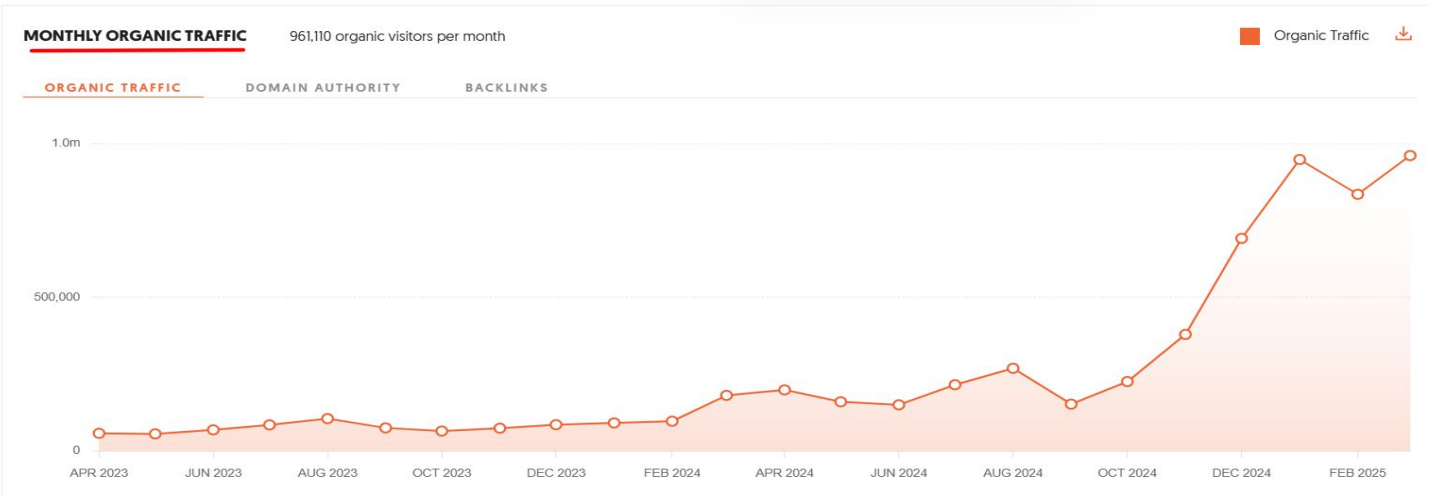
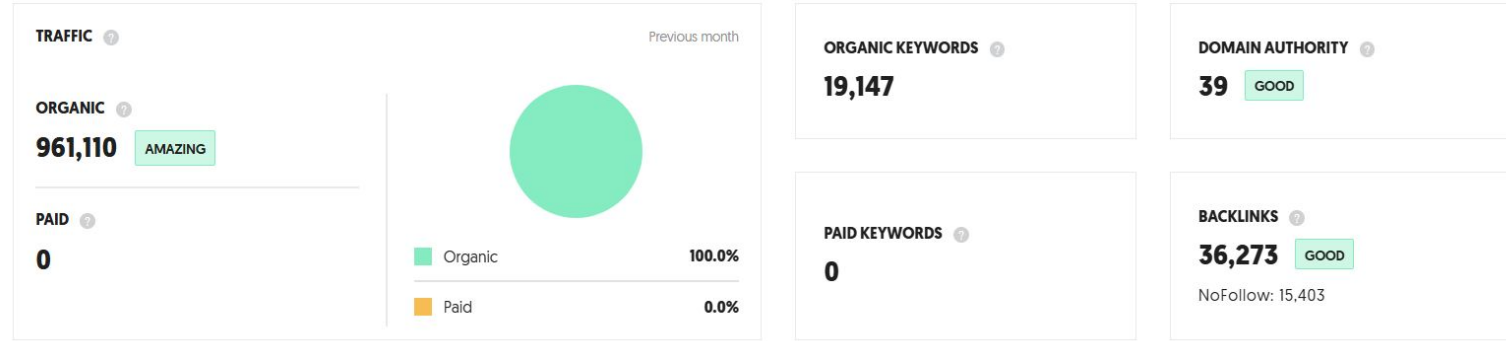
A directly proportional relationship between backlinks and DA.

Top queries	↓ Clicks	Impressions	Position
ozak ai	12,504	23,736	1.0
ozak ai token	911	1,833	1.1
ozak.ai	540	645	1.0
ozak ai crypto	465	1,184	1.1
ozak	427	10,324	4.2
ozak ai presale	342	525	1.4
ozak ai coin	243	666	1.1
ozak ai price	166	943	4.2

Ranking for all branded keywords

Delta Exchange

Traffic Overview ? : delta.exchange



Backlinks [?] : delta.exchange



DOMAIN AUTHORITY [?]

39 GOOD

REFERRING DOMAINS [?]

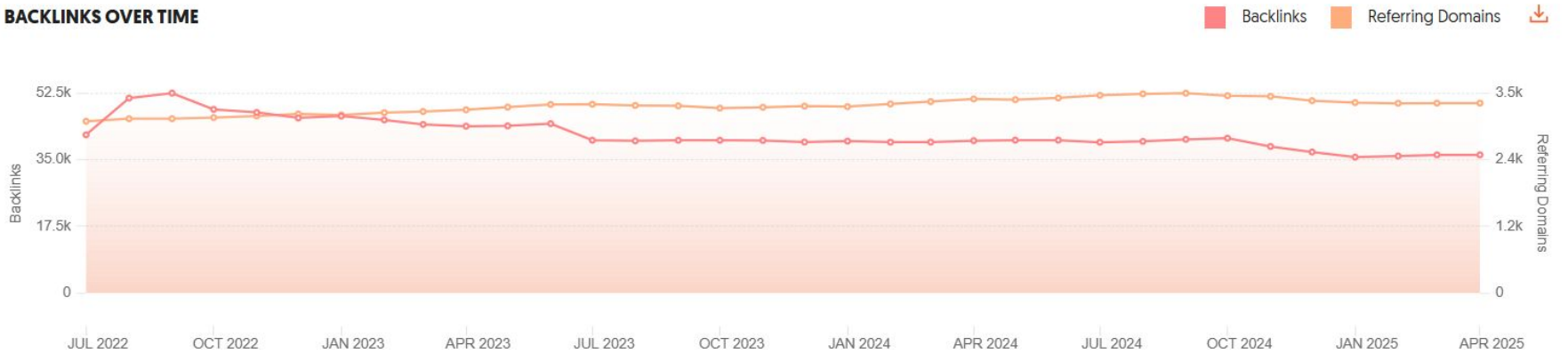
3,365 GOOD

BACKLINKS [?]

36,273 GOOD

NoFollow: 15,403



















BACKLINKS OVER TIME



Multiple campaigns over time generated quality backlinks for this brand, including:

- Targeted link insertion for “best crypto derivatives exchange”
- Tier 1 publications like CoinMarketCap, Times of India, Hindustan Times and more
- Private Blog Networks (PBN)

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY			
 US / EN [1,406] 	 IN / EN [52,648]	 IN / HI [32,673]	 CA / EN [467] MORE 
SEO KEYWORDS 	VOLUME 	POSITION 	
delta exchange 	880	1	
delta exchange india 	480	1	
crypto options 	1,000	7	
crypto option 	1,000	7	
delta exchange login 	90	1	
chainlink futures 	140	2	
trading cryptocurrency 	12,100	28	
move contracts 	320	2	
best crypto exchanges india 	140	3	

Ranking for all branded as well as non-branded keywords



Deliverables

- Publication Sourcing & Shortlisting
- Negotiation
- Writing
- Analytics, if available

Organic Posting T&Cs

- There will be an editorial review to approve the piece. Topic can be rejected at the discretion of the editors if the story doesn't appeal to them. Personally, based on our understanding of the topic, we are confident about approval.
- The publications' editors may make changes to the piece before publication. Expected timeline for publication is within a week of submission.
- Payments are to be made in advance. Cancellation/modification window will be between your payments to us and your final approval of our draft. No room for cancellation once story is approved by the publication.

Let's Talk

If you have questions on this proposal, hit us up at hello@ymedia.io