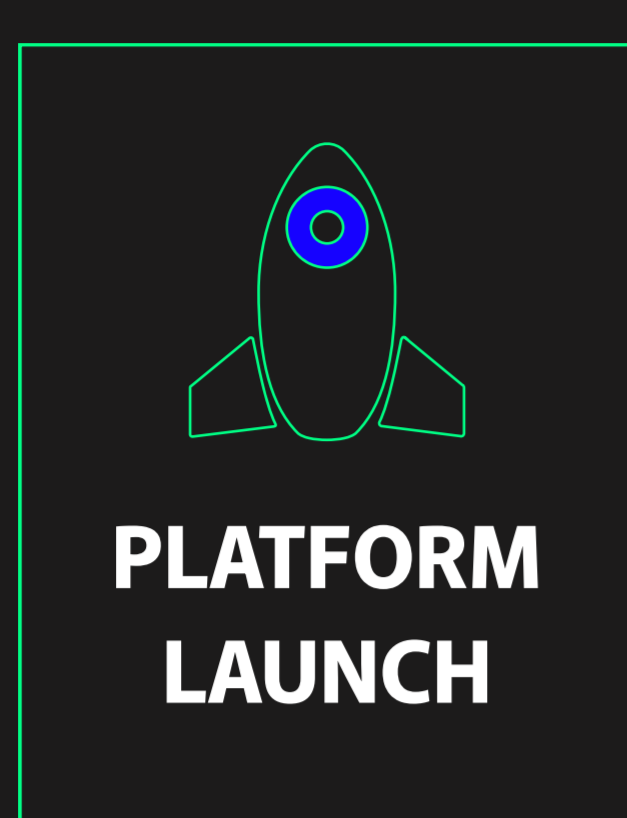


ASYMMETRY FINANCE

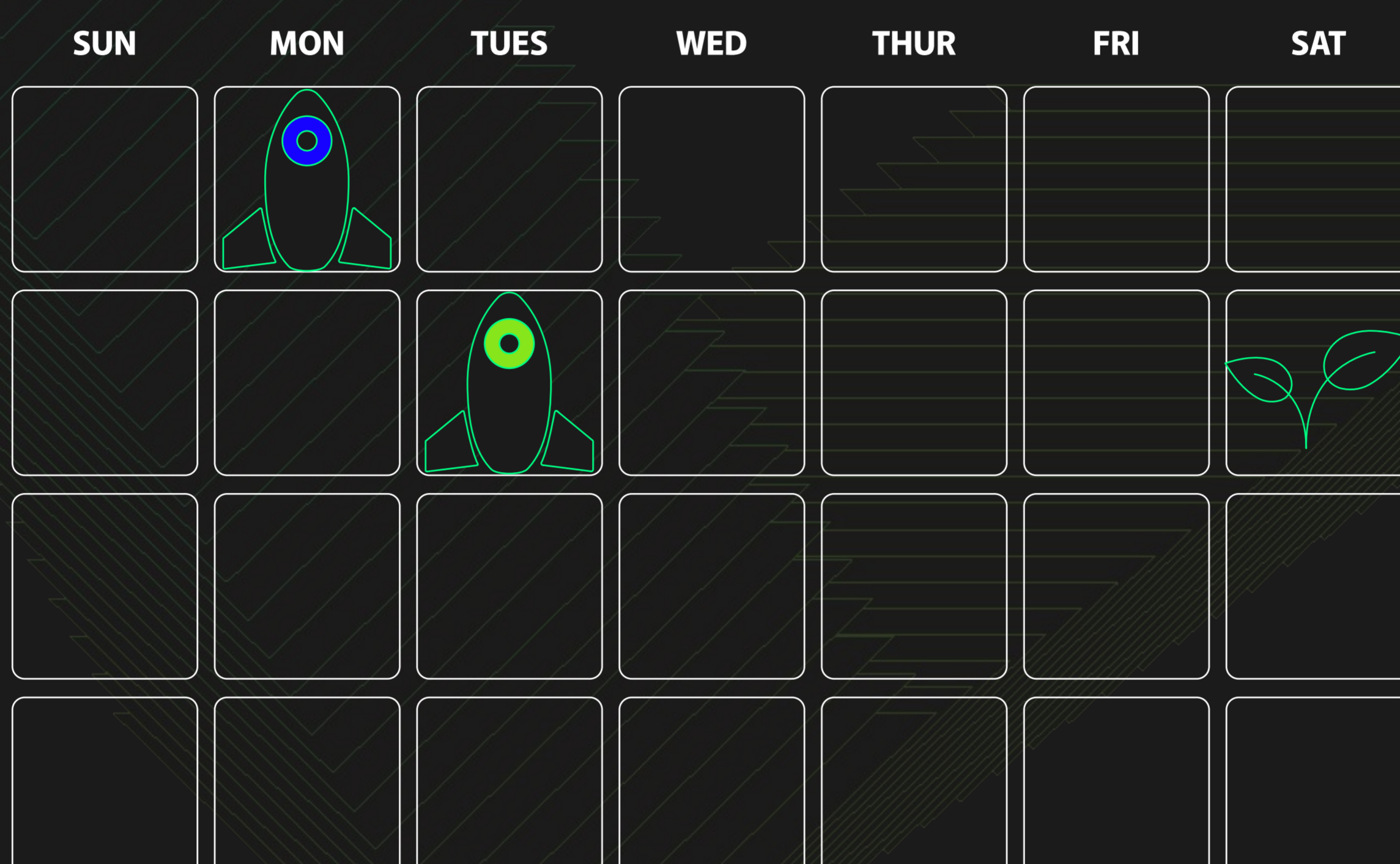
OVERVIEW

Multiplied worked with liquid staking tokens (LST) protocol, Asymmetry Finance, to support **three major milestones**:



CHALLENGE

The challenge was announcing all three developments within one month.



STRATEGY

Held in-depth interviews to showcase Asymmetry's platform differentiators and elevate founder profiles. Enhanced their online presence and executive social media profiles. Consolidated product updates into a single announcement targeting venture capital, infrastructure, and competitors like Lido. Capitalized on post-campaign momentum with a 300+ attendee X Space unpacking Asymmetry's mission and relevance.



RESULTS

17.9%
X FOLLOWER GROWTH

104
TOTAL MEDIA MENTIONS

566.3%
TVL GROWTH

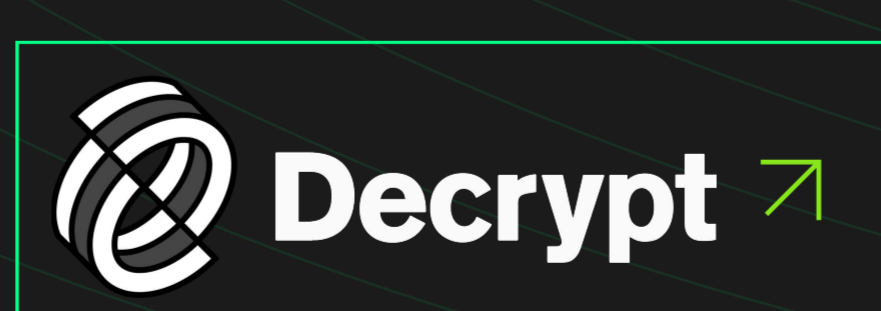
507M
AGGREGATE READERSHIP

2%
SHARE OF VOICE

CONCLUSION

By emphasizing the founders' expertise, Multiplied made them compelling figures on social media and to journalists, boosting Asymmetry's brand value.

Interviews and sustained outreach secured 104 media mentions in outlets like CoinDesk, Decrypt, and Fortune.



Post-campaign, safETH's TVL grew from \$62.4K to \$415.8K, and Asymmetry captured **2% share of voice against Lido and Rocket Pool**.

