

NANSEN

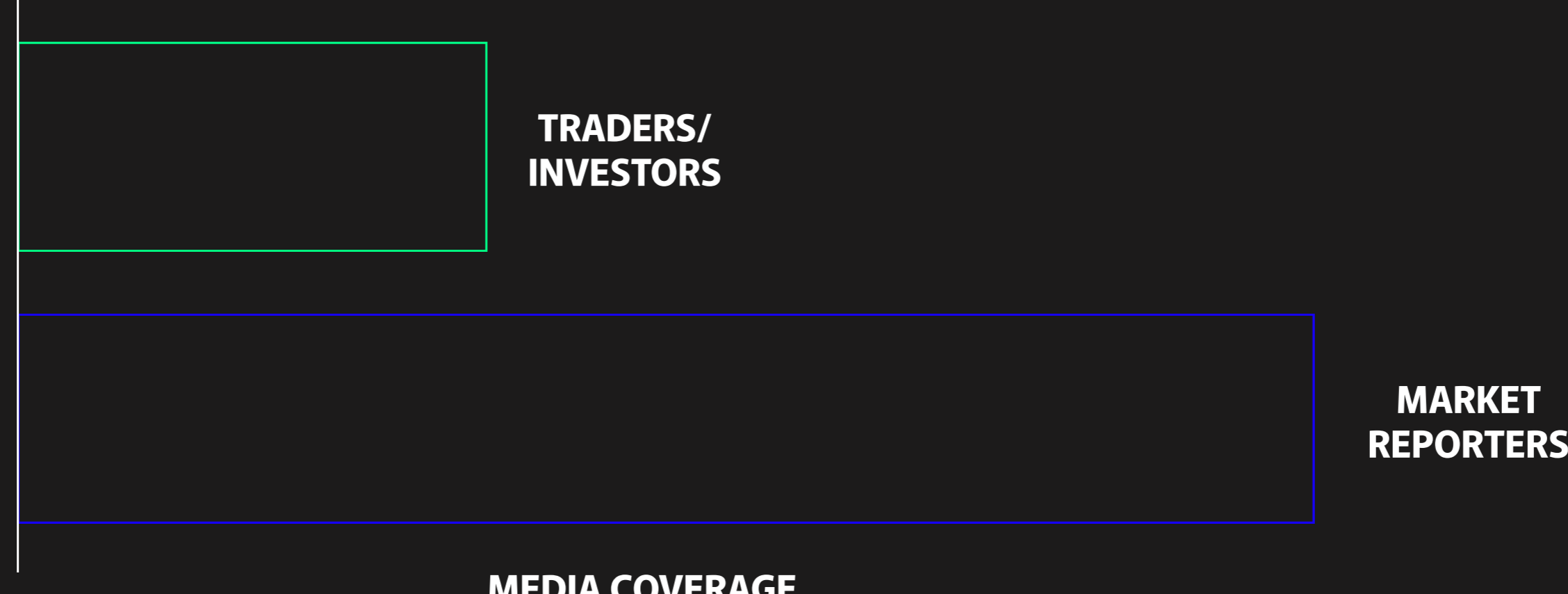
OVERVIEW

Nansen, a blockchain analytics platform analyzing over 100 million labeled wallets across Ethereum, Polygon, Avalanche, and other L1 and L2 blockchains, partnered with Multiplied to achieve two primary goals:

1. Position Nansen as the go-to platform for traders and investors to find new projects and make informed investment decisions.
2. Establish Nansen's CEO, Alex Svanevik, as a thought leader in the industry and a reliable reference point for the press.

CHALLENGE

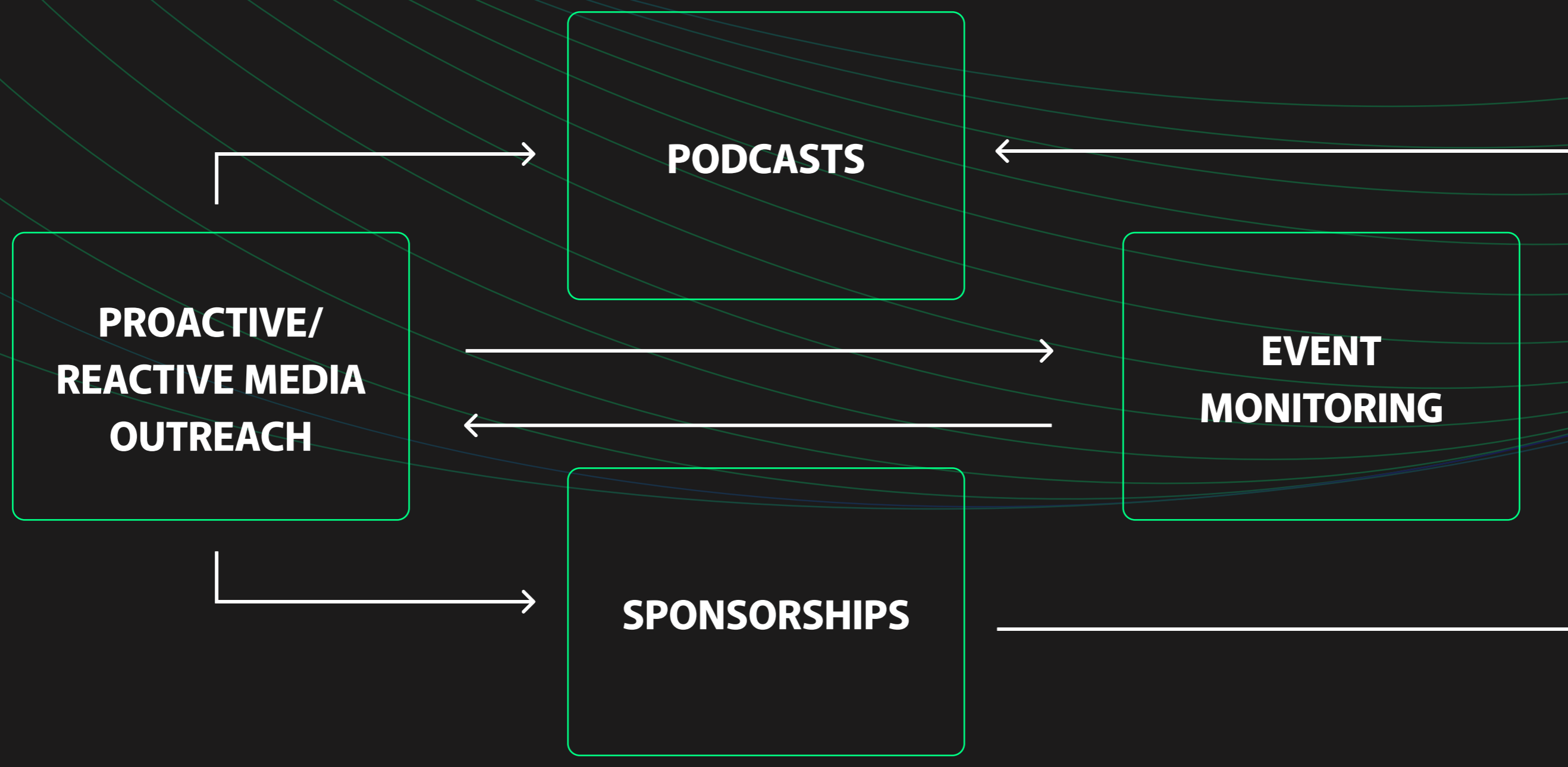
While Nansen had successfully attracted traders and investors organically, the team had not yet fully tapped into media outlets, particularly market reporters looking for data on trending market topics. The challenge was to break into this space and position Nansen as a must-have tool for reporters.



STRATEGY

Multiplied implemented both proactive and reactive media outreach efforts. We focused on:

- 01 SECURING MEDIA COVERAGE BY LEVERAGING COMMENTARY OPPORTUNITIES TO BOOST DEMAND FOR NANSEN'S RESEARCH.
- 02 ARRANGING PODCAST INTERVIEWS AND DISCUSSIONS TO AMPLIFY ALEX SVANEVIK'S THOUGHT LEADERSHIP PROFILE.
- 03 MONITORING RELEVANT EVENTS AND CONFERENCES, SECURING SPEAKING OPPORTUNITIES FOR ALEX, AND FACILITATING SPONSORSHIPS AND MEDIA INTERVIEWS.



KEY ACTIONS



POSITIONED ALEX SVANEVIK AS A THOUGHT LEADER IN BLOCKCHAIN ANALYTICS BY ARRANGING HIGH-PROFILE PODCAST PLACEMENTS AND MEDIA INTERVIEWS.



BUILT A STEADY STREAM OF REACTIVE MEDIA OPPORTUNITIES, SECURING MULTIPLE PRESS MENTIONS ACROSS TOP-TIER OUTLETS.



PROACTIVELY SUPPORTED NANSEN'S TEAM WITH SPONSORSHIP NEGOTIATIONS AND SECURED SPEAKING ENGAGEMENTS AT RELEVANT INDUSTRY EVENTS.

THOUGHT LEADERSHIP RESULTS

Podcast Placements:

	ALEX SVANEVIK (NANSEN) ON EXTRACTING SIGNAL F...
	ALEX SVANEVIK CO-FOUNDER OF NANSEN.AI...
	ALEX SVANEVIK (NANSEN)
	ALEX SVANENIK, FOUNDER OF NANSEN ON ANALYZ...

PRESS COVERAGE



RESULTS

- 01 INCREASED MEDIA DEMAND FOR NANSEN'S RESEARCH, EFFECTIVELY POSITIONING NANSEN AS A KEY RESOURCE FOR REPORTERS COVERING CRYPTOCURRENCY MARKETS.
- 02 SUCCESSFULLY POSITIONED ALEX SVANEVIK AS A THOUGHT LEADER, INCREASING HIS VISIBILITY AND INFLUENCE THROUGH PODCASTS AND INTERVIEWS.
- 03 SECURED CONSISTENT MEDIA COVERAGE, WITH FEATURES IN HIGH-PROFILE OUTLETS LIKE BLOOMBERG, DECRYPT, COINTELEGRAPH, COINDESK, AND VICE.