

Millions in foreign investment from media placements

Cryptocurrency security app company

Location:

New York, New York

Market:

B2B / B2C

Industry:

Mobile App

Challenge

A Bitcoin wallet that offers unparalleled security in the cryptocurrency market constantly trying to thwart cyber threats, came to Interdependence looking to increase awareness of the app and help promote its rebrand, which included an expansion of the features and offerings in the company's app. Tired of the doddering, long-term approach taken by so many PR firms, the company sought a more aggressive, results-oriented strategy and partnered with Interdependence.

Solution

Since the start of the campaign, Interdependence has forged relationships between our client and some of the most well-respected journalists covering cryptocurrency and finance for publications such as Fortune, MarketWatch, TheStreet and International Business Times — helping the company achieve status as one of the best-known cryptocurrency wallets. Those relationships, in part, led to Fortune expanding its cryptocurrency coverage. Fortune was one of many outlets that profiled our client's rebranding. Many of the secured placements feature backlinks to the company's website, which has helped increase downloads and awareness of the rebrand as well.

Results

During the campaign, the company has seen its web traffic and downloads nearly triple. Moreover, as it looks to improve on its offerings, services and user interface, our client has utilized the campaign's success in helping to spark an additional round of funding. Efforts to form relationships with journalists overseas helped the company generate millions of dollars in foreign investment. The campaign has grown our client from a relative unknown to a company that is considered a critical part of daily cryptocurrency coverage.