WEBPR.IO • CAMPAIGN PORTFOLIO

Web3 & Layer-1 PR Impact Case Studies

Proven Media Distribution, Presale Momentum & Ecosystem Launch Campaigns

Featured Campaigns: 3
Total Media Placements: 710+

WebPR.io partners with high-growth blockchain protocols, Layer-1 networks, and decentralized launchpads to engineer sustained global media authority. By combining tier-one crypto journalism, financial syndication, and milestone-driven storytelling, our campaigns convert market visibility into measurable community adoption.

Portfolio Performance Summary

Project	Campaign Focus	Media Placements	Estimated Reach	Engagement	Duration
BlockDAG	Proven PR Campaigns	**100+ Placements**	4.0M Readers	4.0M+ Interactions	4 Months
Bitgert	Media & Distribution PR	**500+ Placements**	2.4M Readers	2.5M+ Interactions	2 Months
Lithium	Launch & Expansion PR	**110+ Placements**	2.0M+ Readers	High-Intent Traction	Launch Sprint

Core Methodology: Every campaign aligns narrative positioning with technical product milestones—ensuring search engine dominance, credible third-party validation, and continuous retail and institutional discovery across Web3 and mainstream finance channels.

CASE STUDY 01 • PROVEN PR CAMPAIGNS

BlockDAG: Scaling Presale Momentum & Layer-1 Authority

Client: BlockDAG Network
Duration: 4 Months

Media Placements	Estimated Reach	Campaign Engagement	Campaign Duration
100+ Tier-1 & Crypto Outlets	**4.0M Global Readers**	**4.0M+ Impressions & Actions**	**4 Months Sustained Rollout**

Project Overview & Challenge

BlockDAG is a Layer-1 network combining Proof-of-Work security with a Directed Acyclic Graph (DAG) structure for parallel transaction processing, EVM compatibility, and mobile mining via its X1 App. Ahead of mainnet rollout and exchange listings, BlockDAG needed a four-month PR strategy capable of validating its hybrid architecture while avoiding short-lived presale hype cycles.

Strategy, Execution & Campaign Results

- **Narrative Positioning:** Framed BlockDAG around real-world adoption, GHOSTDAG scalability, and accessible mobile and hardware mining (X1, X10, X30, and X100 series).
- **Multi-Wave Distribution:** Deployed 100+ targeted press releases, ecosystem updates, and technical deep dives across leading crypto newsrooms and financial aggregators.
- **Milestone Amplification & Impact:** Synchronized media waves with presale and testnet milestones, generating 4.0M reach and 4.0M+ engagement while supporting growth past 374,000+ holders.

CASE STUDY 02 • MEDIA & DISTRIBUTION PR

Bitgert: High-Velocity Global Media Saturation

Client: Bitgert (BRISE)
Duration: 2 Months

Media Placements	Estimated Reach	Campaign Engagement	Campaign Duration
500+ Global & Crypto Outlets	**2.4M Global Readers**	**2.5M+ Impressions & Actions**	**2 Months High-Velocity Sprint**

Project Overview & Challenge

Bitgert (BRISE) powers the EVM-compatible Bitgert Chain, engineered for ultra-high throughput and near-zero gas fees alongside a DeFi, exchange, wallet, and smart-contract auditing suite. Bitgert required rapid, high-volume media saturation to broadcast its technical capabilities and Startup Studio initiatives across international channels within a two-month sprint.

Strategy, Execution & Campaign Results

- **Mass-Syndication Blitz:** Engineered an expansive distribution campaign securing 500+ media placements across crypto publications, business syndicates, and regional Web3 portals.
- **Ecosystem-Centric Storytelling:** Highlighted concrete product utility—including BriseChain throughput, zero-fee trading on Bitgert Exchange, staking, and smart contract security tools.
- **Search Indexing & Impact:** Timed releases to dominate search and social feeds during peak trading windows, delivering 2.4M estimated reach and 2.5M+ campaign engagement.

CASE STUDY 03 • LAUNCH & EXPANSION PR

Lithium: High-Impact Launch & Ecosystem Expansion

Client: Lithium Ecosystem
Focus: Go-To-Market & Growth

Media Placements	Estimated Reach	Campaign Engagement	Primary Objective
110+ Web3 & Finance Outlets	**2.0M+ Target Readers**	**High-Intent Investor Traction**	**Token Launch & Partnerships**

Project Overview & Challenge

Lithium is a Web3 ecosystem and decentralized launchpad platform connecting early-stage blockchain builders with vetted community capital and cross-chain growth infrastructure. Launching a Web3 platform demanded immediate credibility with both project founders seeking a reliable launch partner and retail participants evaluating vetted opportunities.

Strategy, Execution & Campaign Results

- **Go-To-Market Media Blitz:** Secured 110+ media placements across top crypto newsrooms, launchpad trackers, and DeFi investor portals to announce milestones and incubation cohorts.
- **Founder & Utility Positioning:** Positioned Lithium's cross-chain infrastructure, KYC vetting standards, and community-aligned tokenomics as a transparent launch alternative.
- **Expansion Momentum & Impact:** Sustained post-launch coverage around ecosystem integrations and alliances, driving strong community onboarding and inbound founder deal flow.