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About the Brand

Duel.com is one of the world's largest and fastest growing crypto casinos.

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Campaign Setup

The goal of this campaign was to increase brand awareness for Duel and complement their player acquisition efforts.

Budget	Duration	Platforms
\$25,000	10 days	

Payout Model

\$1 per 1,000 verified views (CPM)

Targeted Geographies

Tier 1 countries

Content Requirement

Place the Duel.com logo on any viral post on Instagram.

Assets Provided

Two provocative logo variations.

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Campaign Results

 Total views delivered

188M

 Effective CPM

\$0.14

 Clips posted

4,800

 Creators active

607

Organic views

157M

Botted

31M

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Campaign Impact

The campaign increased website traffic from Tier 1 geographies and player deposits.

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Example Submissions

View submissions ↗