

About the Brand

Solana is one of the world’s largest and fastest growing blockchains.

Campaign Setup

The goal of this campaign was to spread informative content about the Solana ecosystem and grow their Instagram main page.

Budget

\$5,000

Duration

20 days

Platforms



Payout Model

\$3 per 1,000 verified views (CPM)

Targeted Geographies

Global

Content Requirement

Post clips of interviews and presentations of leaders in the Solana ecosystem and tag the Solana main account.

Assets Provided

Long-form content from interviews, livestreams, and TV appearances.

Campaign Results

 Total views delivered

2.8M

 Effective CPM

\$1.83

 Clips posted

186

 Creators active

22

Organic views

2.4M

Botted

400k

Campaign Impact

The campaign grew Solana’s Instagram page by over 10k followers and informed viewers about the blockchain’s utility and vision.

Example Submissions

View submissions ↗