ampli⚡ ✕ ⟩ router

Post-TGE sustenance campaign

December, 2024

Results

◆ **Campaign Budget**

$25000

◆ **Campaign Duration**

3 Weeks (Feb 4 - Feb 25), 2025

◆ **Deliverables**

30 Tweets

◆ **Total Likes**

3527

◆ **Total Impressions**

300740

◆ **Total Retweets**

777

◆ **Total Comments**
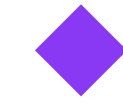
741

Results

◆ **Total YouTube Views**

325,800

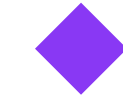◆ **Total YouTube Likes**

20,404

◆ **Total Watch Time:**

2,877 hours

◆ **Total Referrals**

10,683 (213% of promised 5,000 target)

◆ **CAC**

6$ (Sticky users who played the game for more than 1 day)

◆ **Presale Performance**

500 SOL raised in 48 hours, with soft cap of 222 SOL reached in under 3 hours

What is Router?

◆ Router Protocol is like a bridge between different blockchains, helping them communicate and share information safely - similar to how a router connects different devices to the internet.

◆ It uses a special system called L1 Router Chain that acts like a traffic controller, making sure all messages and transactions between different blockchains happen securely and efficiently.

Router Protocol ✔
@routerprotocol

A Secure, Scalable, Modular, Composable Framework for Cross-chain Interoperability! Router Nitro's Mainnet is now LIVE (app.routernitro.com/swap)

💼 Blockchain   ⊙ In between the chains   🔗 routerprotocol.com
📅 Joined December 2020

160 Following   **104K** Followers

router

The USP Of Router - Nitro Swaps

◆ A Super-Fast Crypto Swapper Router Nitro enables instant swapping of any crypto token across different blockchain networks. It works like a high-speed digital currency exchange, making cross-chain trades quick and simple.

◆ Connects 35+ Different Blockchains Router Nitro bridges together more than 35 blockchain networks, including popular ones and newer chains like Sui, Bitcoin, and Tron. It acts as a universal connector in the crypto world.

◆ Cost-Efficient Trading Router Nitro finds the most cost-effective paths for token swaps. The system automatically selects routes with the lowest fees, making cross-chain trading more affordable for everyone.

The Challenge

$ROUTE finally dropped on Hyper Liquid and honestly? It should've been the perfect storm. We're talking about the absolute chad of cross-chain swaps getting listed for perps on arguably the most based DEX of this cycle. On paper, this is the kind of setup that usually has CT foaming at the mouth.
But here's the real alpha - having god-tier tech isn't enough in this market. $ROUTE's team are absolute wizards when it comes to the backend, building some of the smoothest chain-hopping tech we've seen. But in crypto, you're running two products: your protocol AND your token. While they've been cooking up pristine infrastructure, they've been sleeping on token narrative.

The irony? Their tech is literally moving faster than their token price.

◆ **For comparison:** LayerZero: 5x token price since launch deBridge: 3.2x
    since launch $ROUTE: Still trading at 0.8x from launch

◆ **Bottom line:** The protocol itself is pushing 9-figures in weekly volume
   but the token's price action looks like a stablecoin.

Strategy

◆ **The influencer strategy was pure big brain energy:**

- Targeted KOLs with 450+ tweet scores who were actively trading AI narratives

- Connected dots between AI agent infrastructure needs and ROUTE's tech

- Created FOMO by showing how AI trading bots using ROUTE were outperforming others

◆ **The existing exchange presence (KuCoin, Gate, MEXC, Bitget) meant we weren't selling hopium - traders could instantly verify and ape in. This created a beautiful flywheel:**

- AI narrative drives attention.

- Instant trading availability drives volume.

- Volume attracts more AI trading bot integrations.

- More integrations strengthen the narrative.
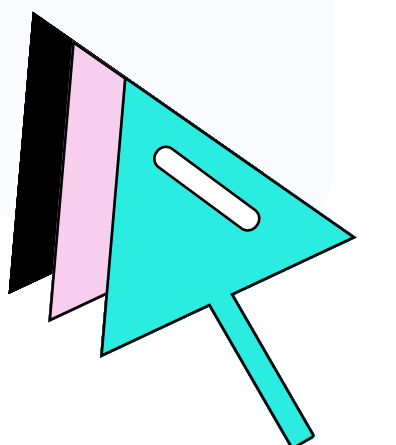
Speed of Execution

The entire campaign went live in **under 5 hours.**
We received payment from Router on **Jan 6 at 11:06 pm UTC**
and by **4:23 AM UTC**, the campaign was live.
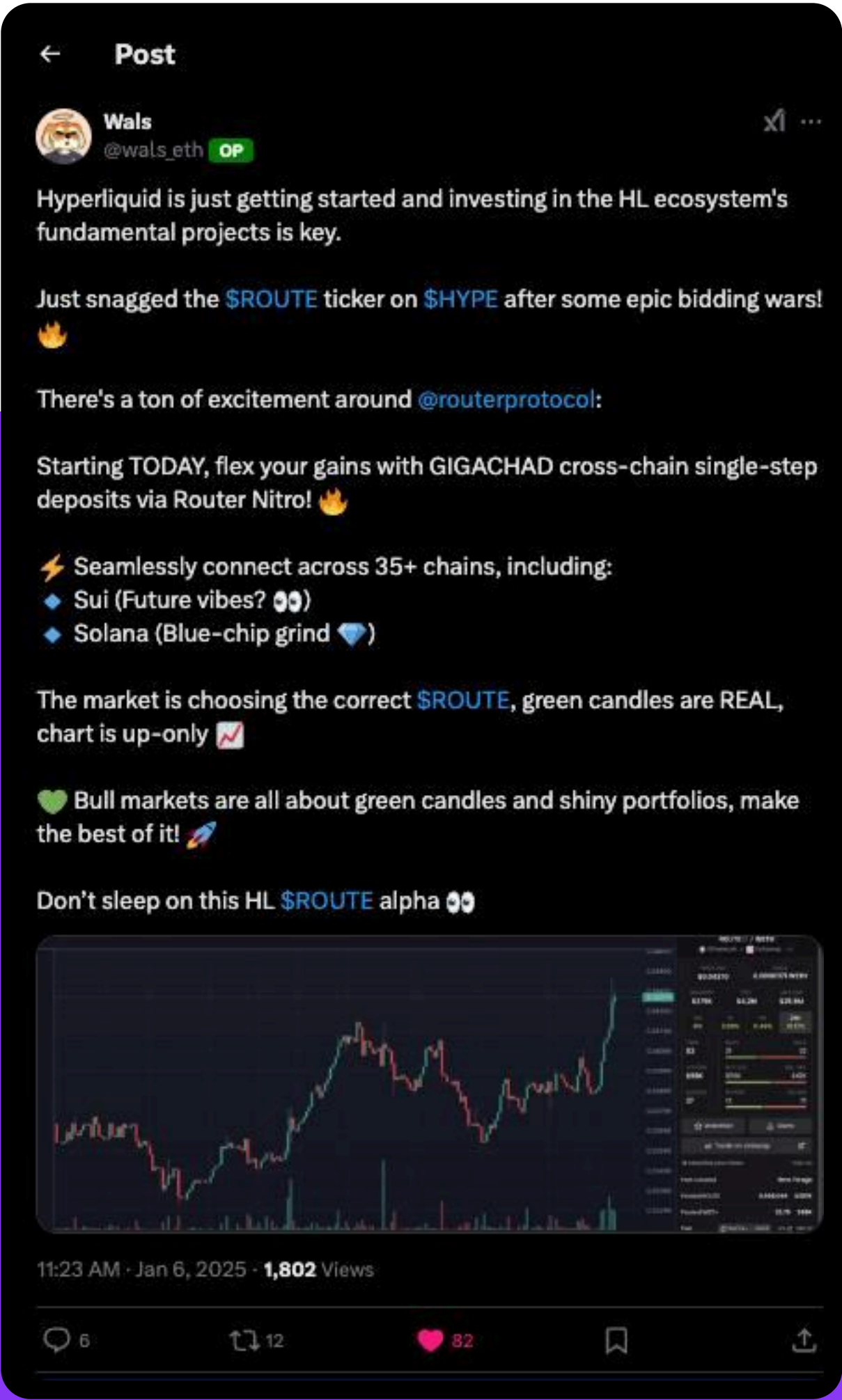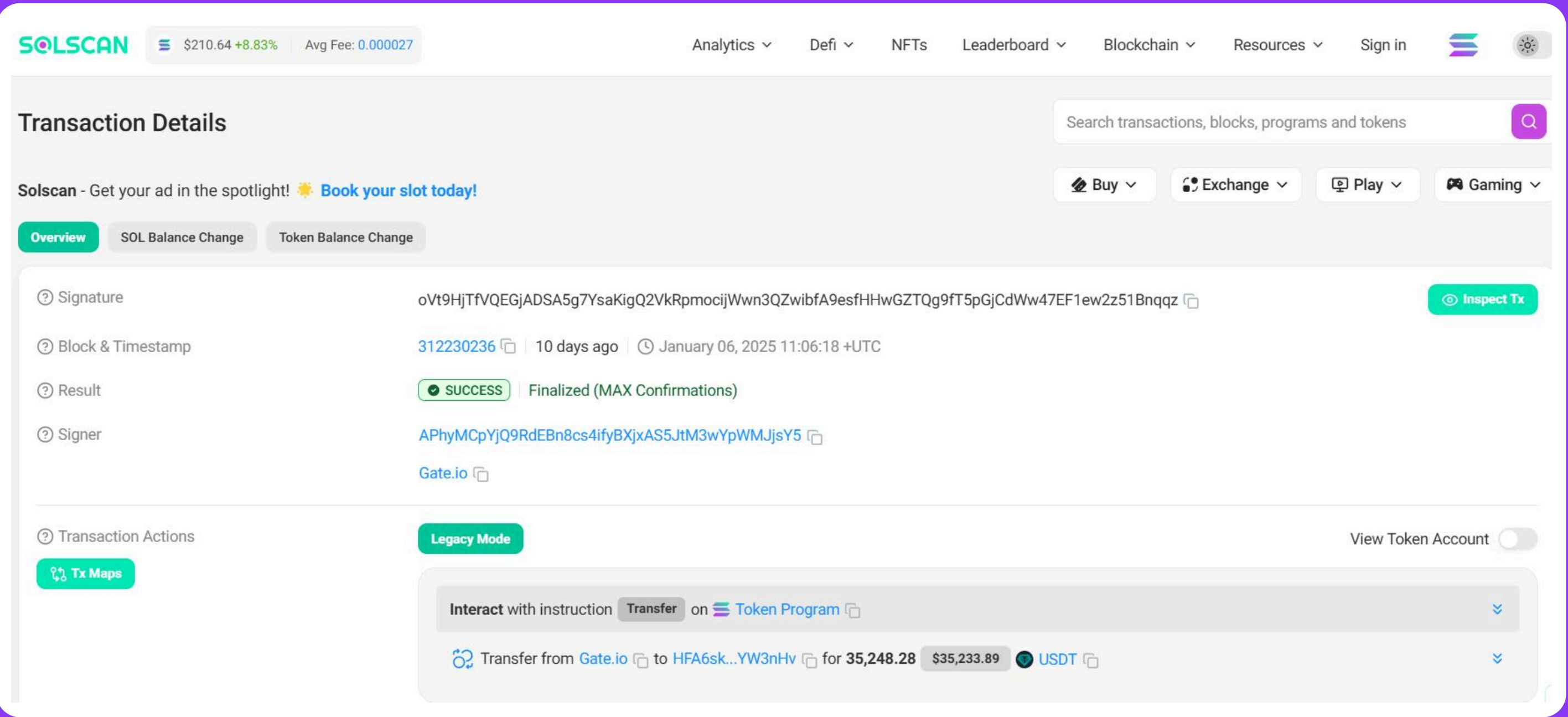
Communication Strategy

Apart from the HyperLiquid's listing, we successfully positioned $ROUTE as the invisible infrastructure that AI agents need but nobody was talking about.

While everyone was aping into AI tokens with zero utility, we crafted a narrative showing how AI trading agents are basically crippled without cross-chain infrastructure.

◆ AI agents need cross-chain mobility like humans need oxygen

◆ Every major AI trading bot was struggling with cross-chain execution

◆ ROUTE's 400ms swap time literally meant AI agents could arbitrage faster than human traders

Farmercist

430

Total Likes

47300

Total Impressions

66

Total Retweets

100

Total Comments
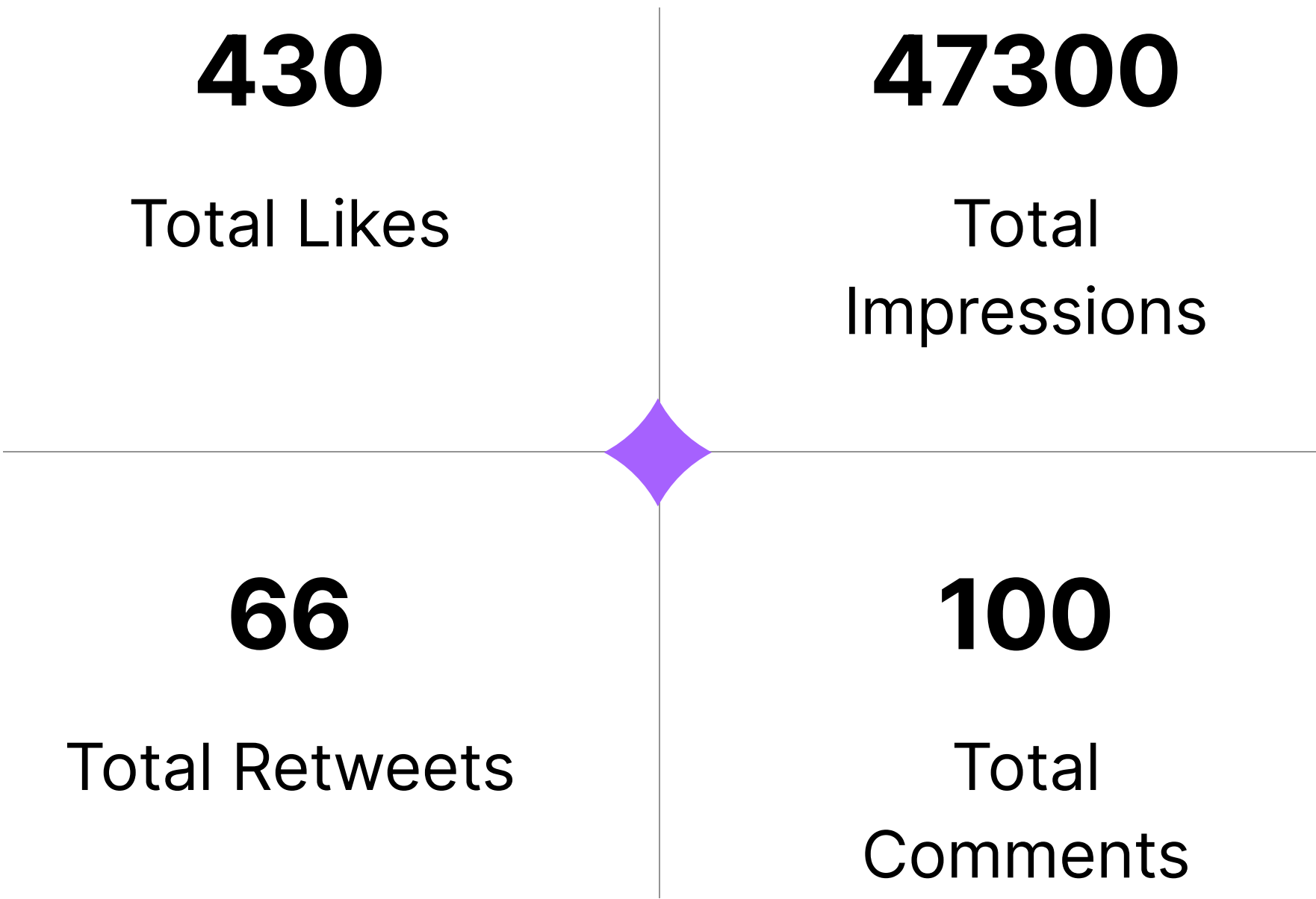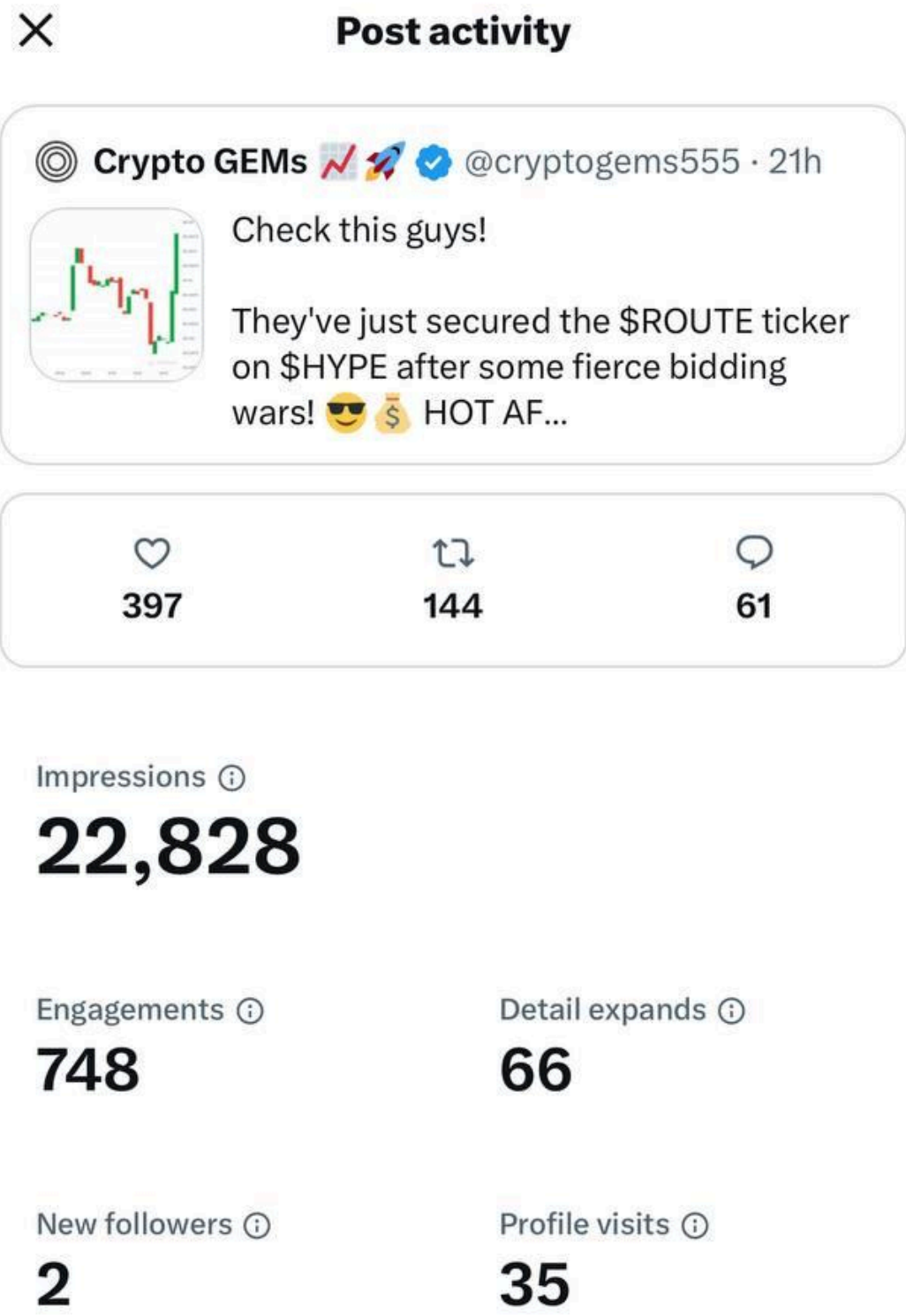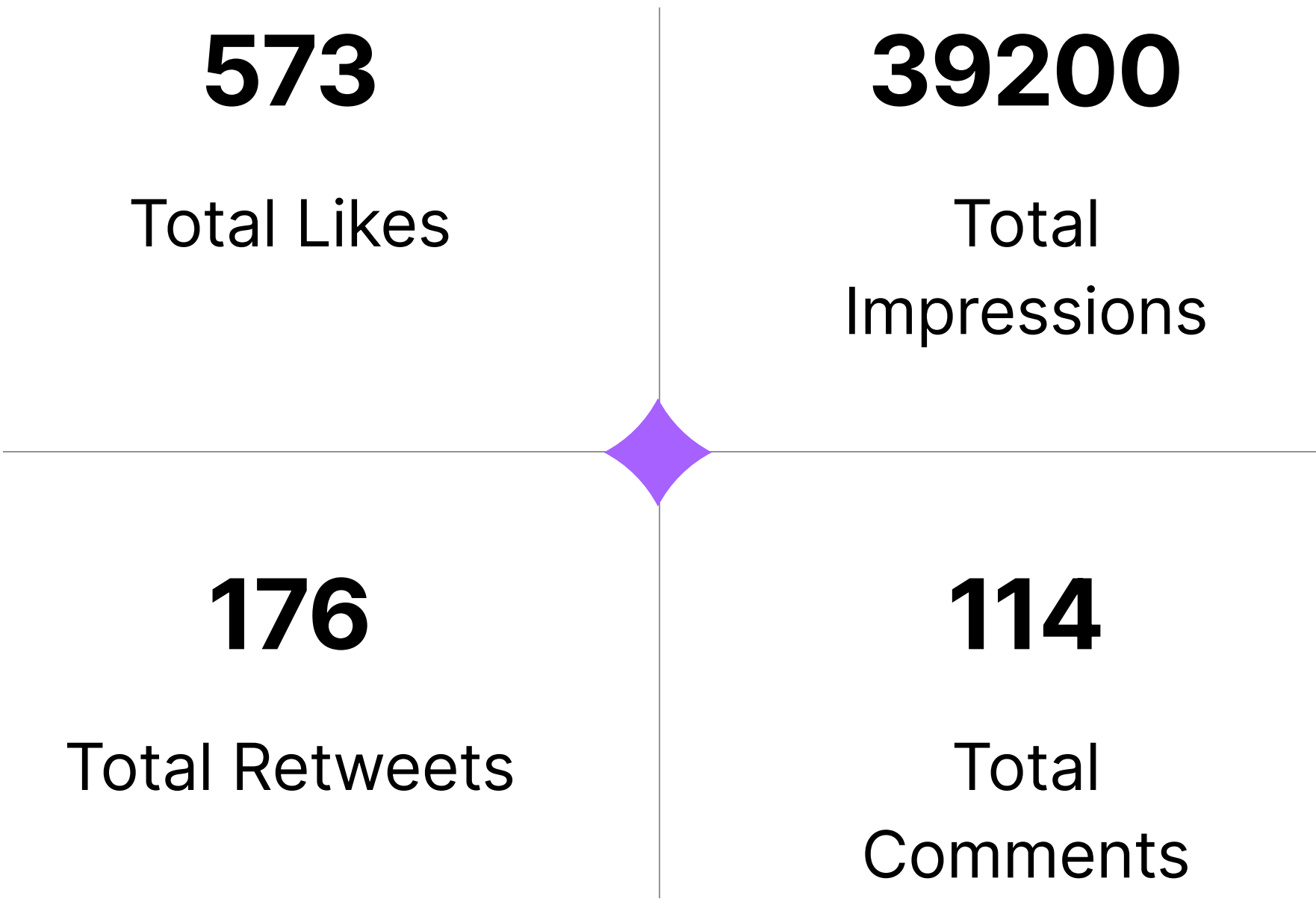
Why this KOL outperformed In terms of impression share?

◆ Combined technical news with personal investment narrative

◆ Used "ALPHA" tag strategically

◆ Shared specific trading venue information (MEXC, Bitget)

◆ Price target gives actionable insight
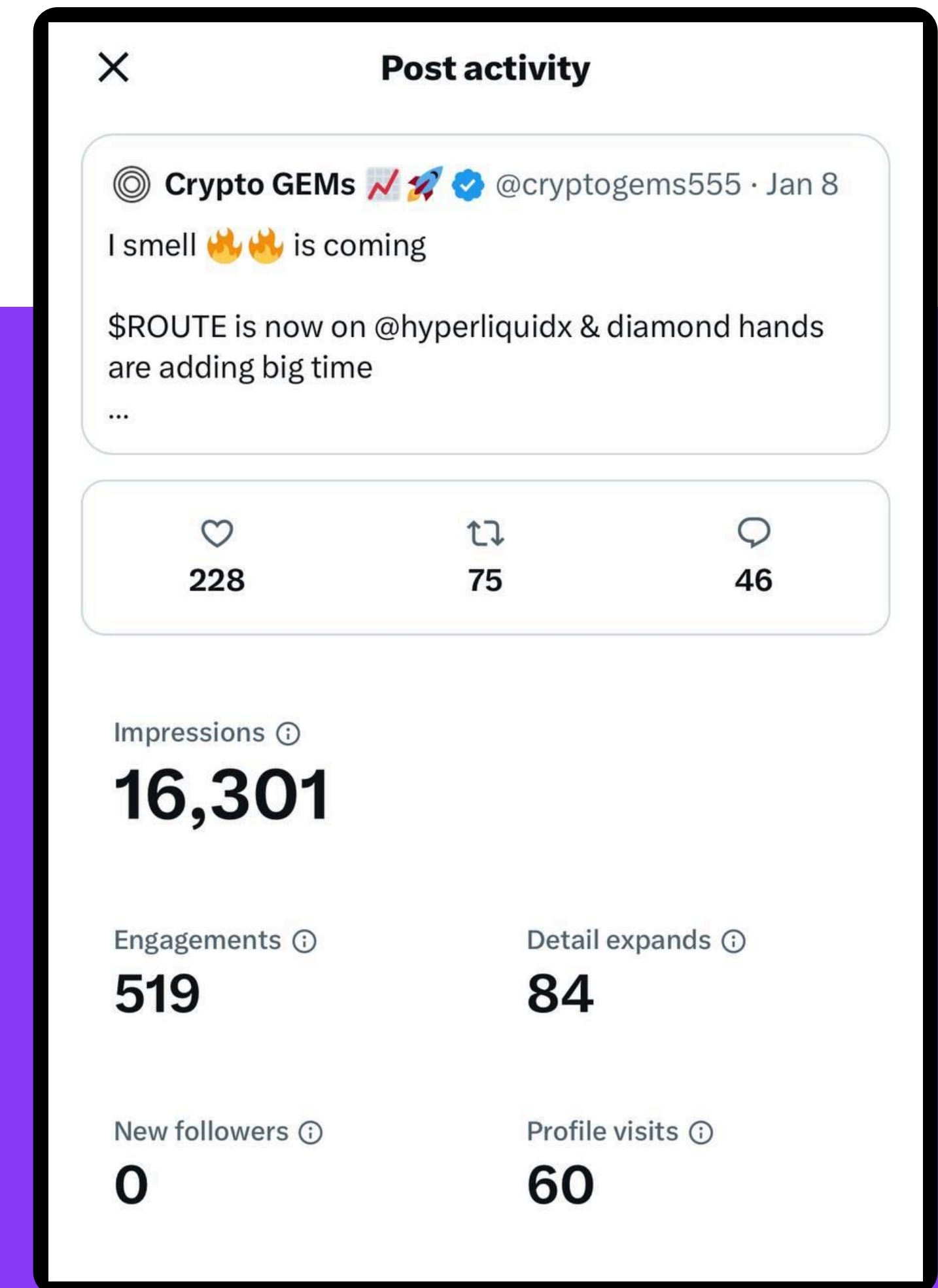
◆ Balance between technical details and market speculation

@farmercist_eth

ALPHA 🫤

Router protocol just announced support for HYPERLIQUID, HyperEVM, HYPE staking

Now you can use router protocol to connect across 35+ chains including sui, Solana, hyperliquid and other chains.

But I'm more interested in stacking up some $ROUTE token with this much integrations, I'm expecting to see more upside on chart in coming days.

The bull market is here and I'm putting my money where my mouth is, bought $ROUTE using my hyper-liquid account but it's trading on MEXC, Bitget, and other very accessible CEX

See you at 0.1+, let the bidding war start...

Router Protocol

2. Crypto Gems

573

Total Likes

39200

Total Impressions
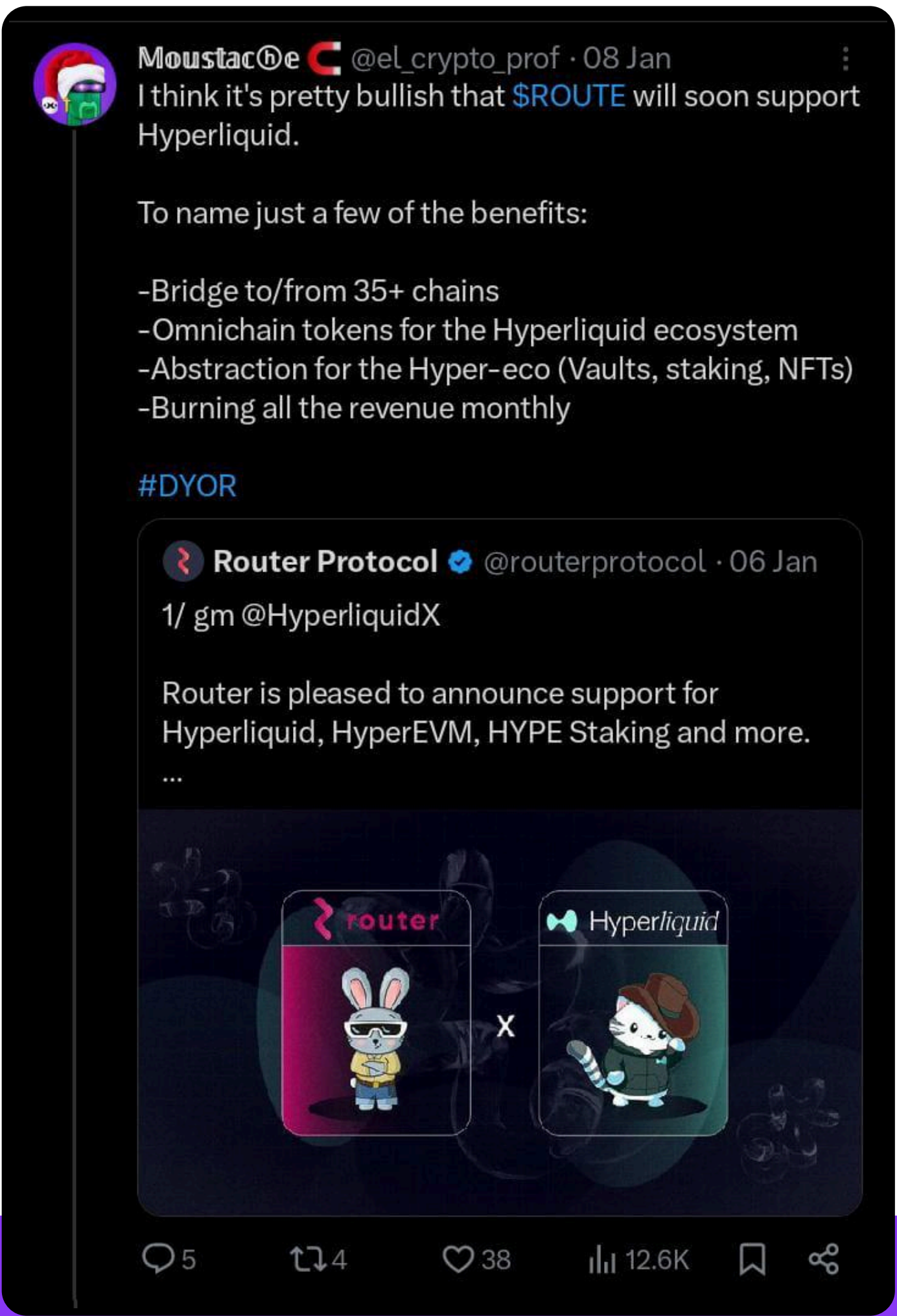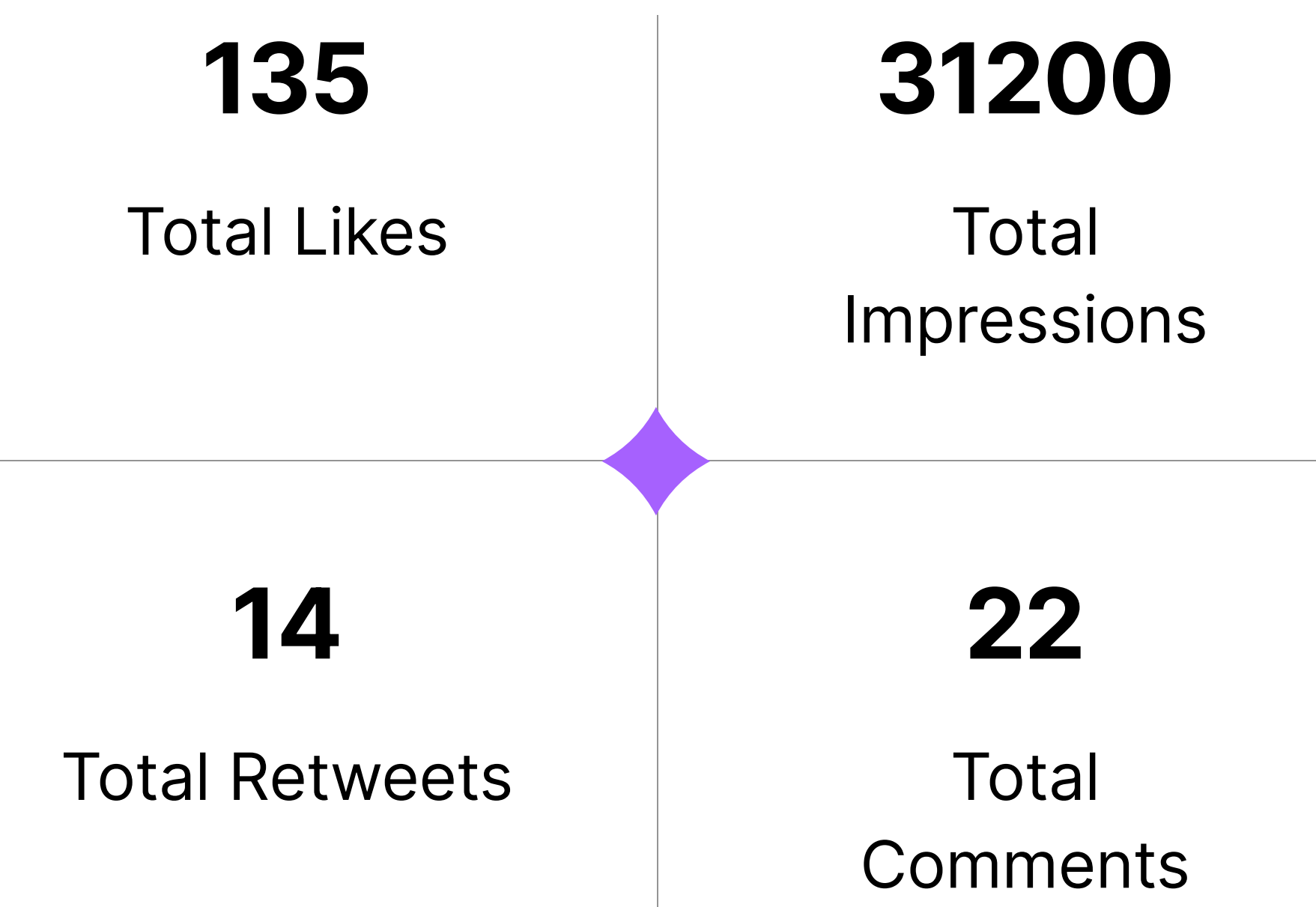
176

Total Retweets

114

Total Comments

Why this KOL outperformed In terms of impression share?

◆ Energetic tone with strategic emoji use

◆ "GIGACHAD" terminology resonates with crypto audience

◆ Breaking down complex features into digestible points

◆ Created urgency ("God candles coming")

◆ Clear focus on immediate opportunity

Post activity

◎ Crypto GEMs 📈 🚀 ✓ @cryptogems555 · Jan 8

I smell 🔥🔥 is coming

$ROUTE is now on @hyperliquidx & diamond hands are adding big time
...

228   75   46

Impressions ⓘ
16,301

Engagements ⓘ   Detail expands ⓘ
519   **84**

New followers ⓘ   Profile visits ⓘ
0   **60**

ampli⚡

3. Moustache

135

Total Likes

31200

Total Impressions

14

Total Retweets

22

Total Comments

Why this KOL could not perform

◆ Despite best efforts, this KOL did not personalise and just copied our sample tweet

◆ The result sometimes you have to trade quality for speed and inturn be satisfied with below average results
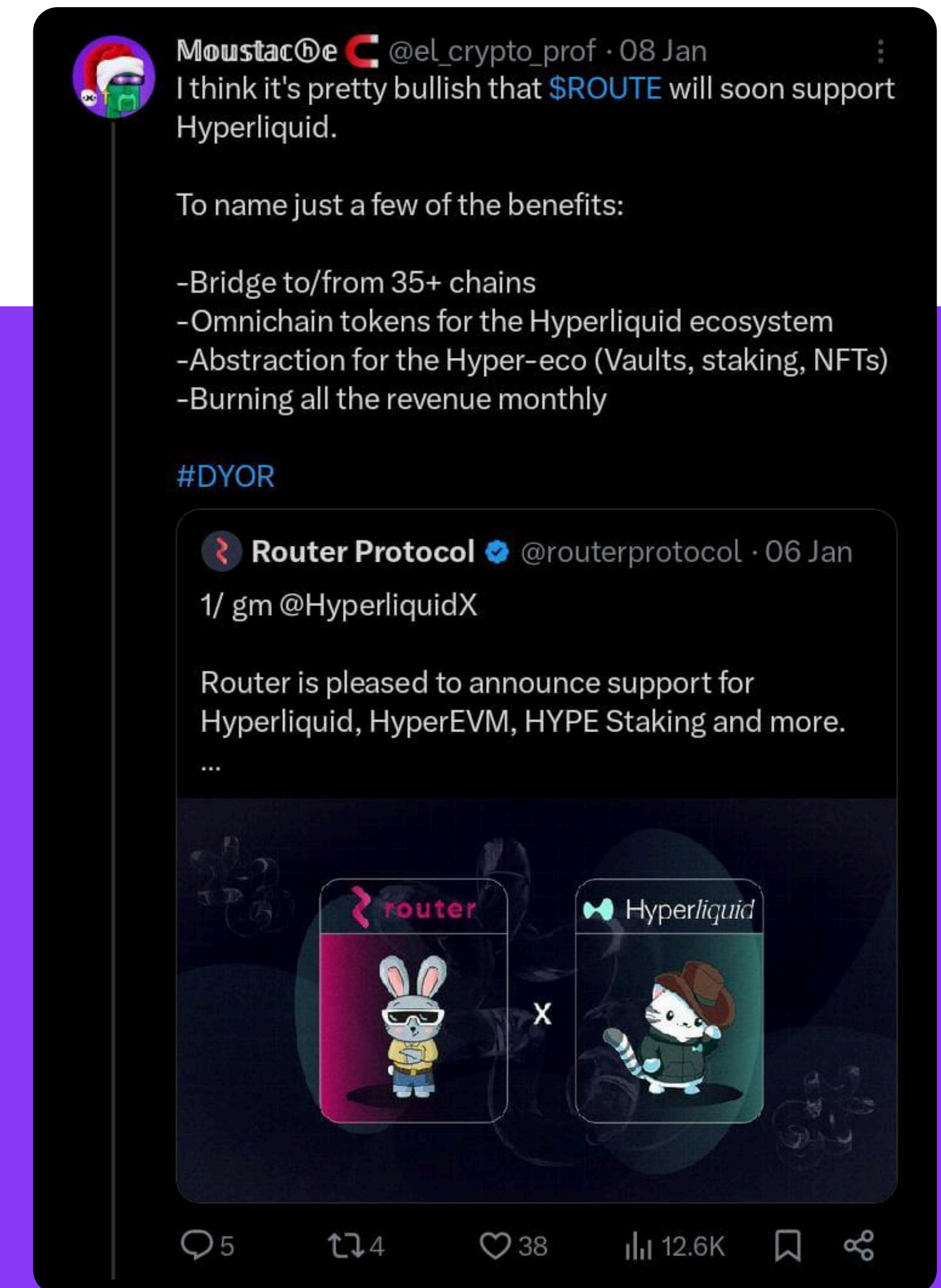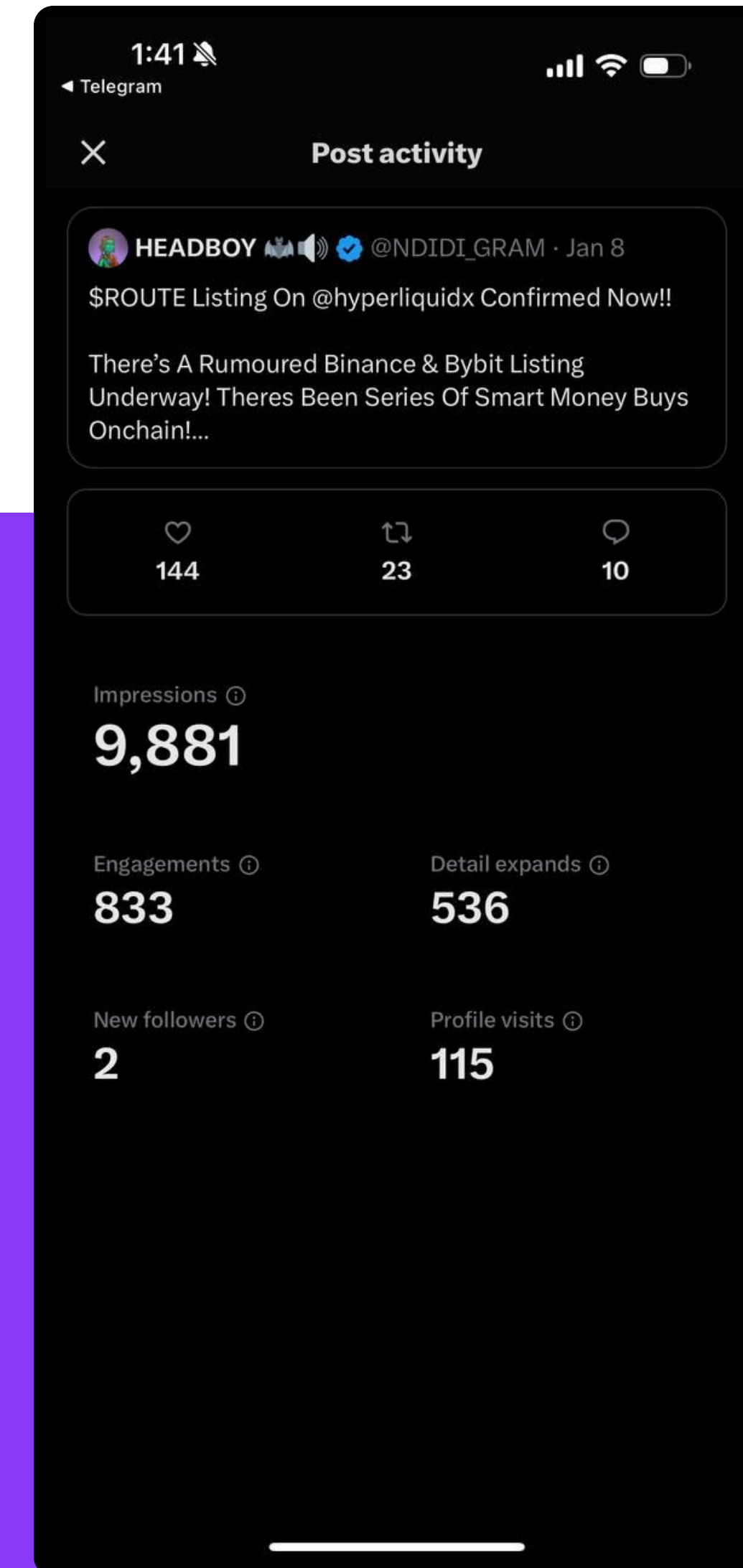
4. Headboy

357

Total Likes

30900

Total Impressions

68

Total Retweets

31

Total Comments
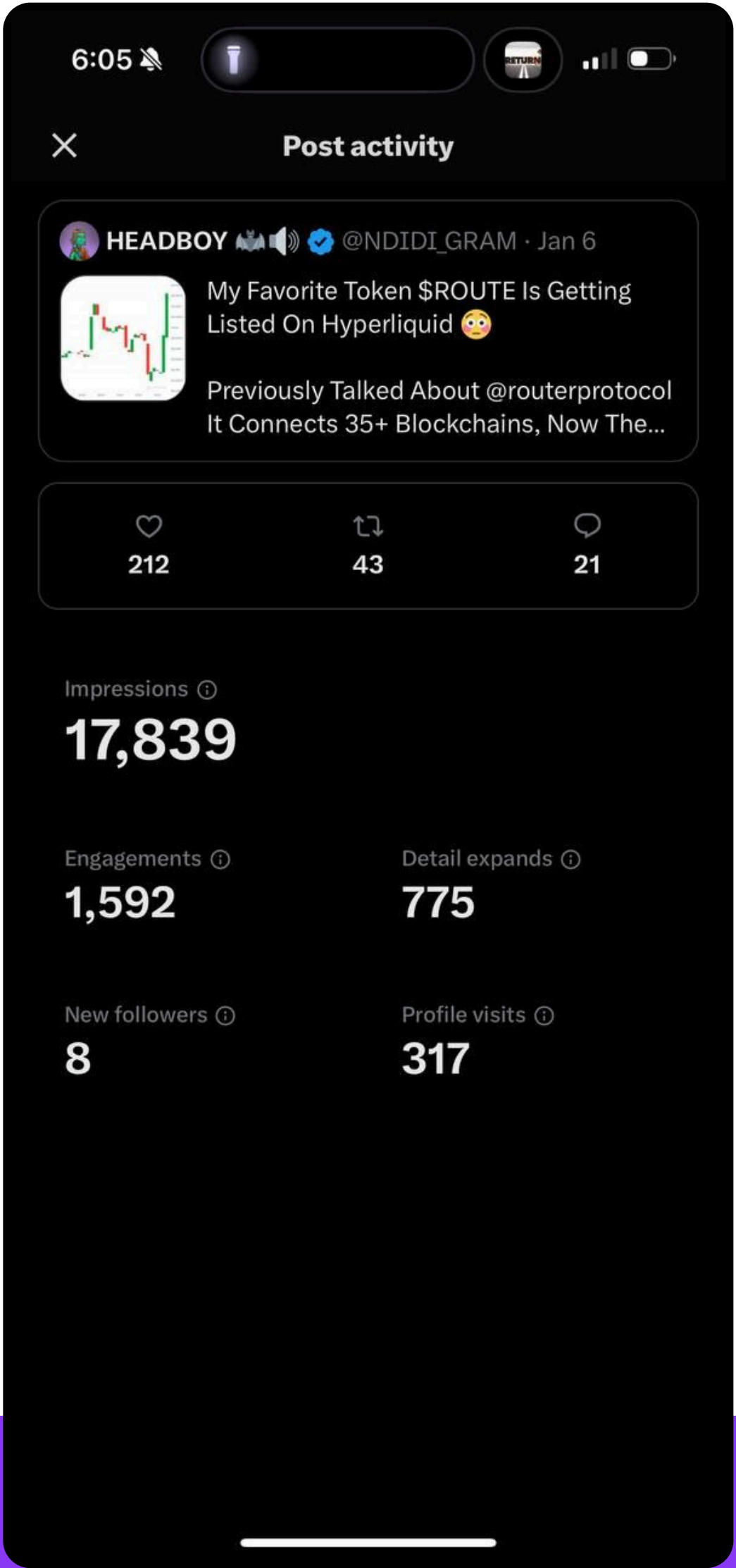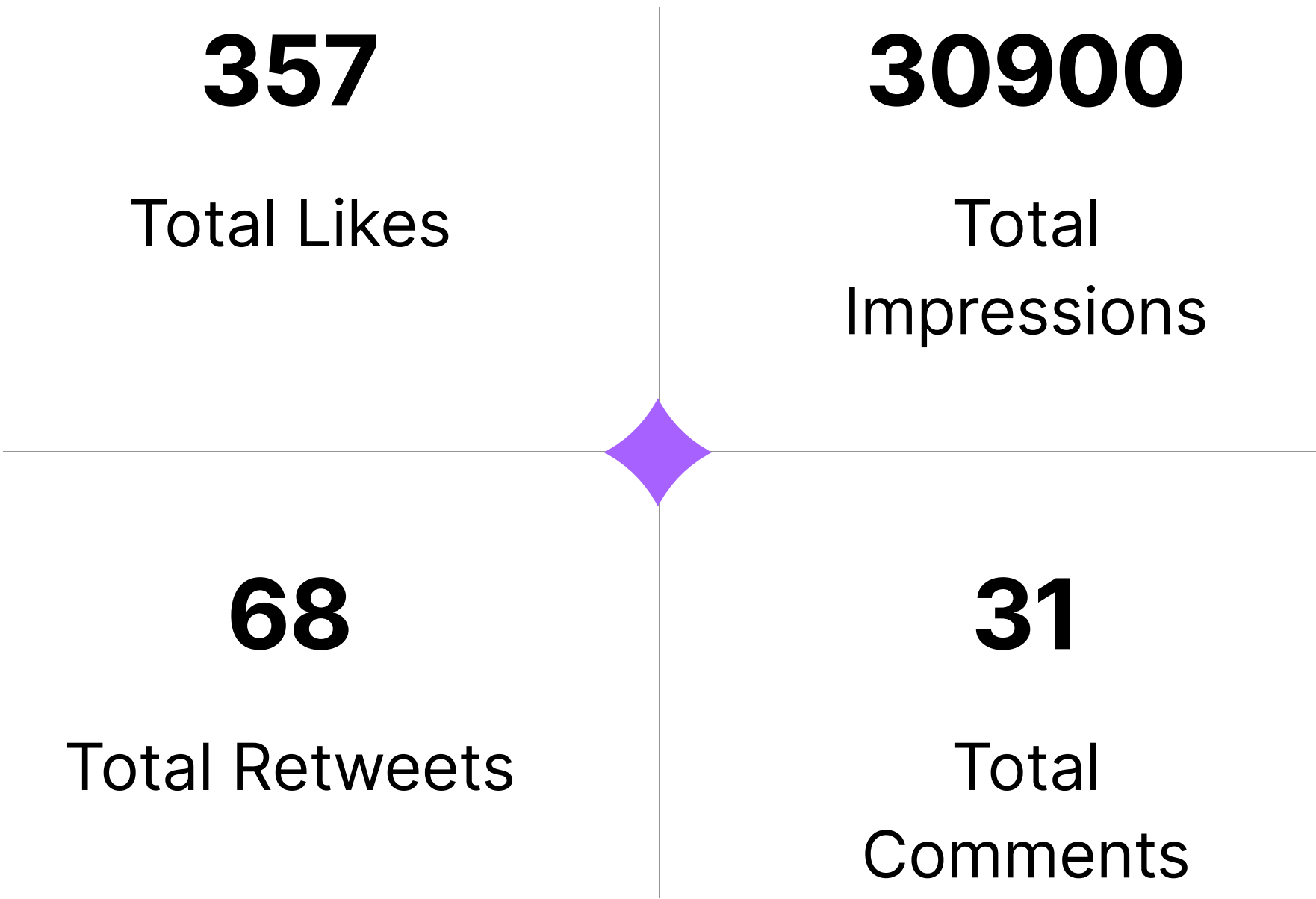
Why this KOL outperformed In terms of discoverability and engagements?

Success Elements:

◆ Personal endorsement angle

◆ Clear comparative advantage presentation

◆ Focus on undervaluation narrative

◆ Strategic integration of multiple benefits

◆ Practical trading advice with rewards angle

1:41

◀ Telegram

Post activity

HEADBOY 🔊 ✓ @NDIDI_GRAM · Jan 8

$ROUTE Listing On @hyperliquidx Confirmed Now!!

There's A Rumoured Binance & Bybit Listing Underway! Theres Been Series Of Smart Money Buys Onchain!...

❤ 144   🔁 23   💬 10

Impressions ⓘ
9,881

Engagements ⓘ   Detail expands ⓘ
833   536

New followers ⓘ   Profile visits ⓘ
2   115

5. CyrilXBT

250

Total Likes

29900

Total Impressions
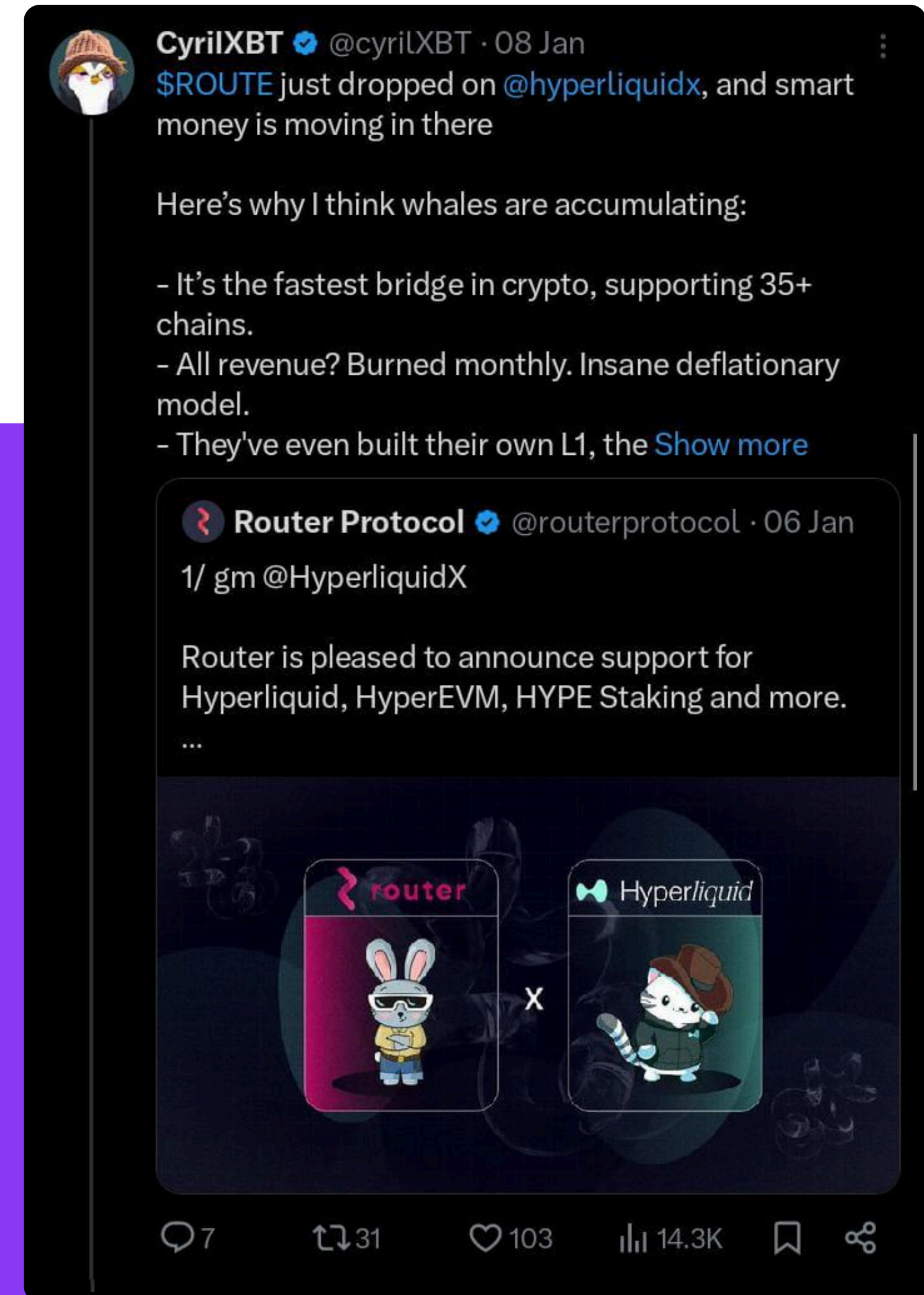
82

Total Retweets

24

Total Comments
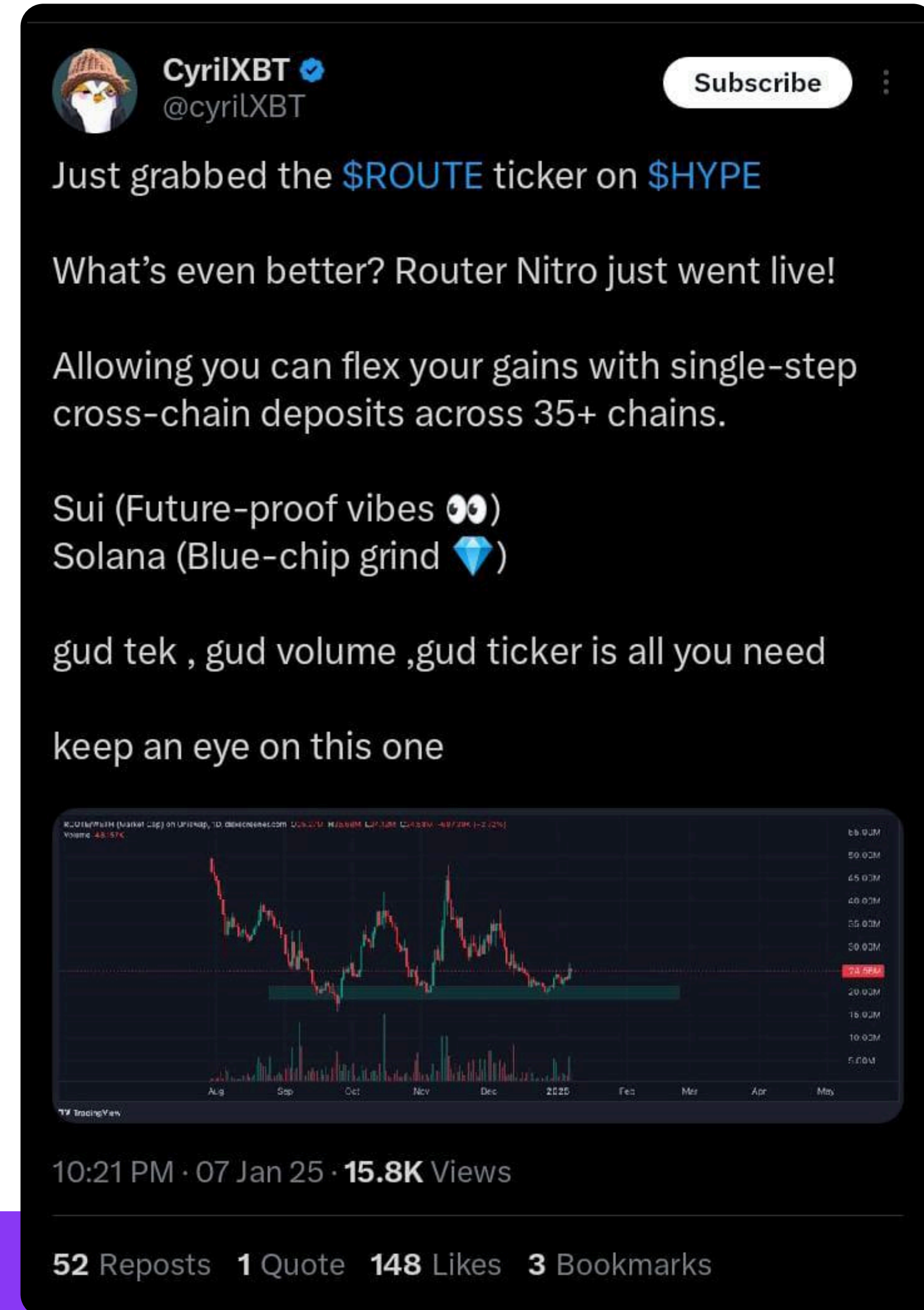
Why this KOL could not perform

Cyril is not know for giving technical charts, the account is not a trader.

The account is more like a degen

Sometimes, we require a free hand in content strategy and somethings need to be naturally aligned to the KOL not force fit
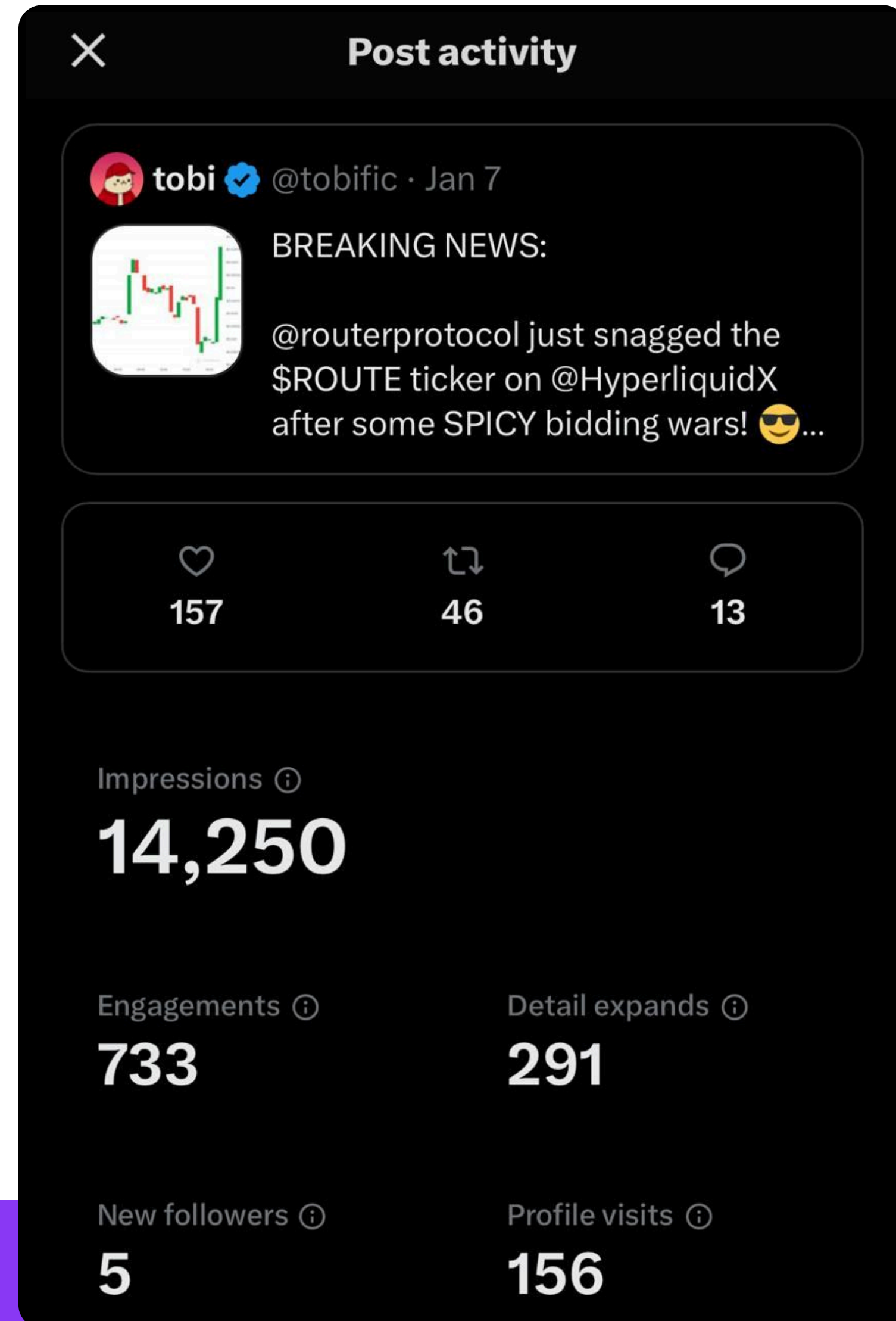
6. Tobi

310

Total Likes

27000

Total Impressions

81

Total Retweets

28

Total Comments

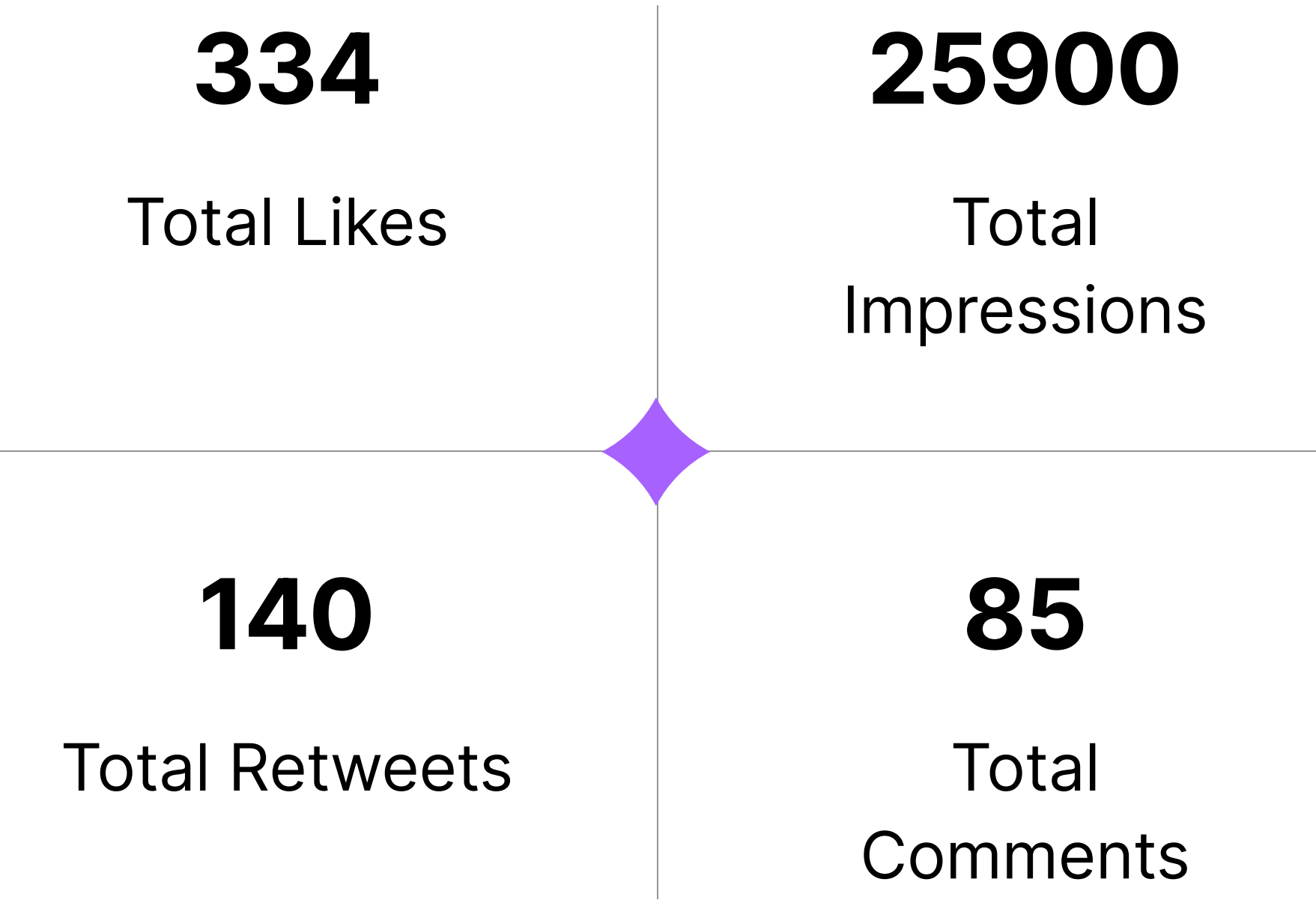# Our Nano KOL strategy Delivering wonders

Success Elements:

◆ "BREAKING NEWS" hook

◆ FOMO-inducing language

◆ Multi-chain advantage emphasis

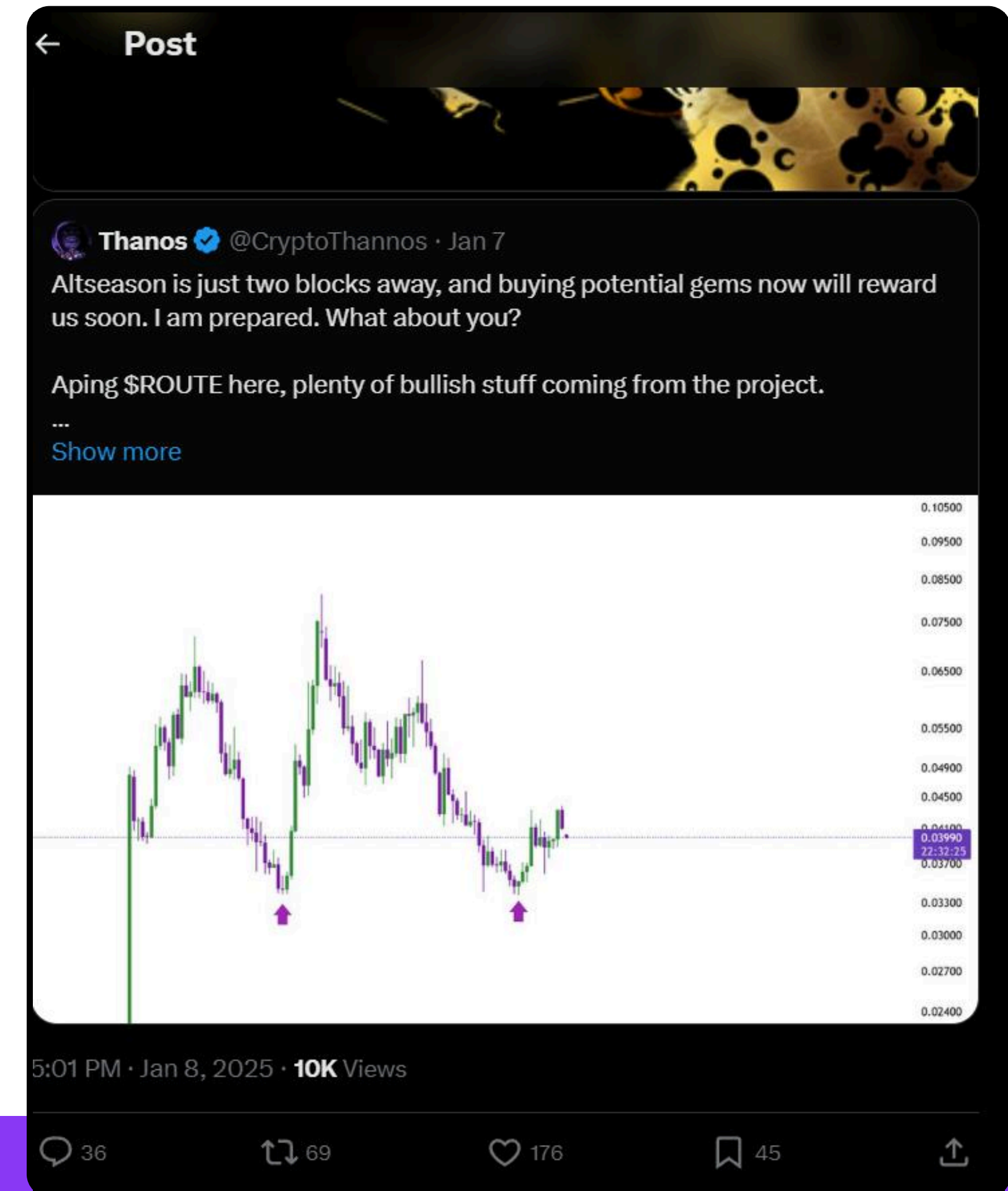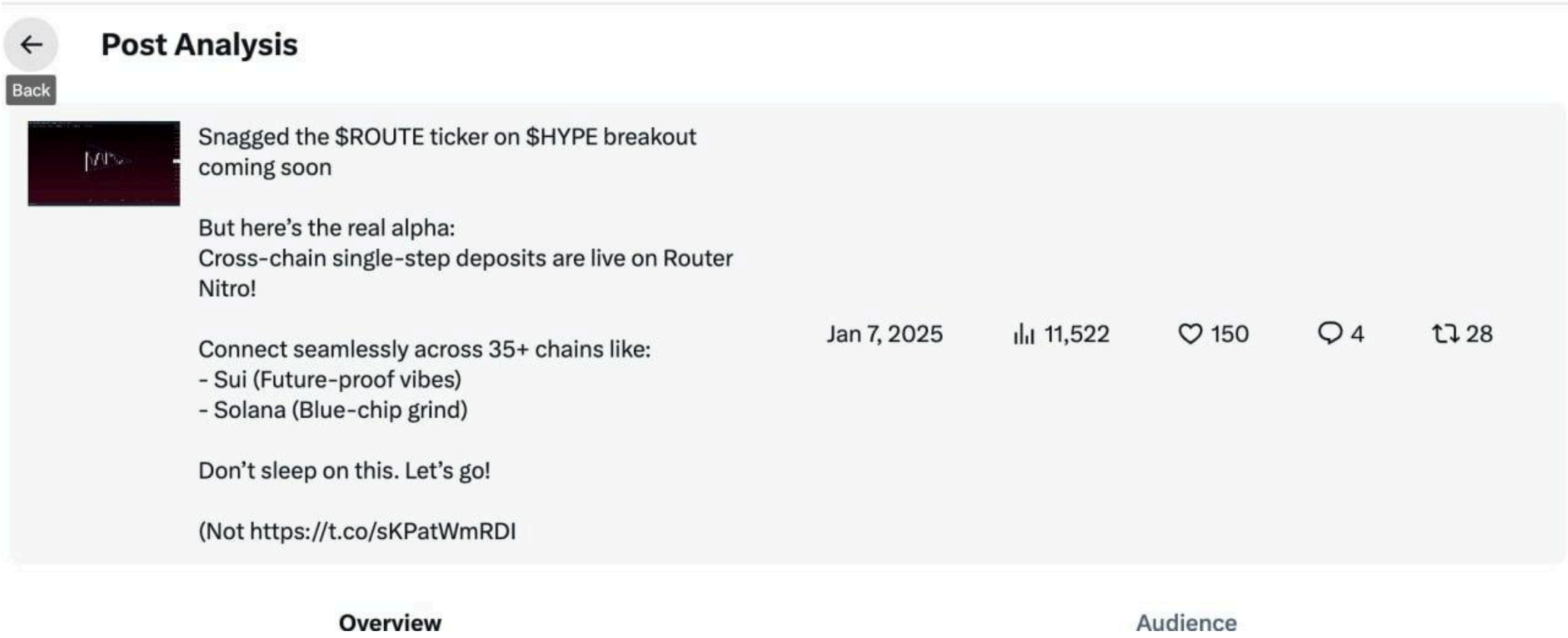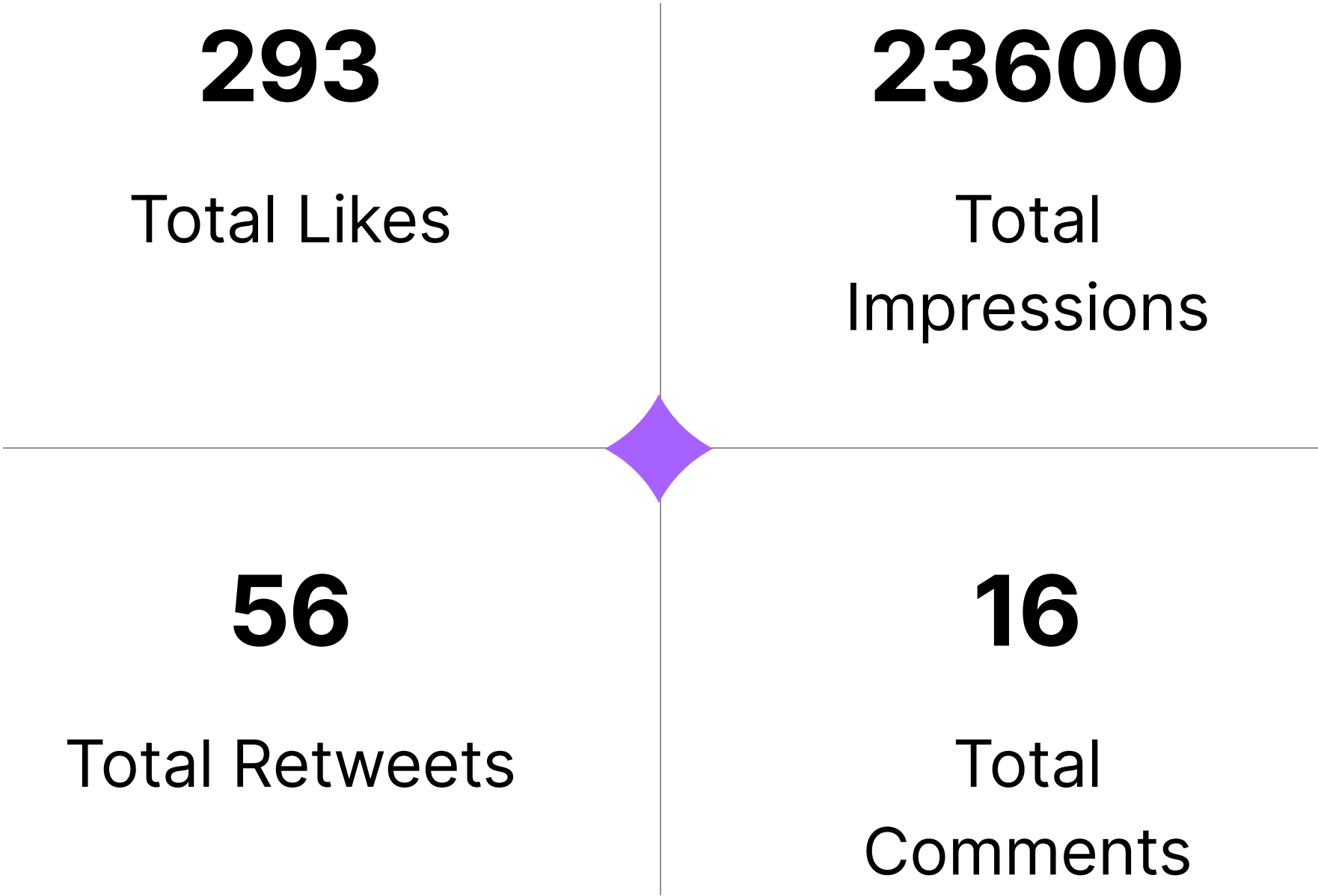◆ Clear future catalysts mention

◆ Engaging call-to-action

7. Thanos

334

Total Likes

25900

Total
Impressions

140

Total Retweets

85
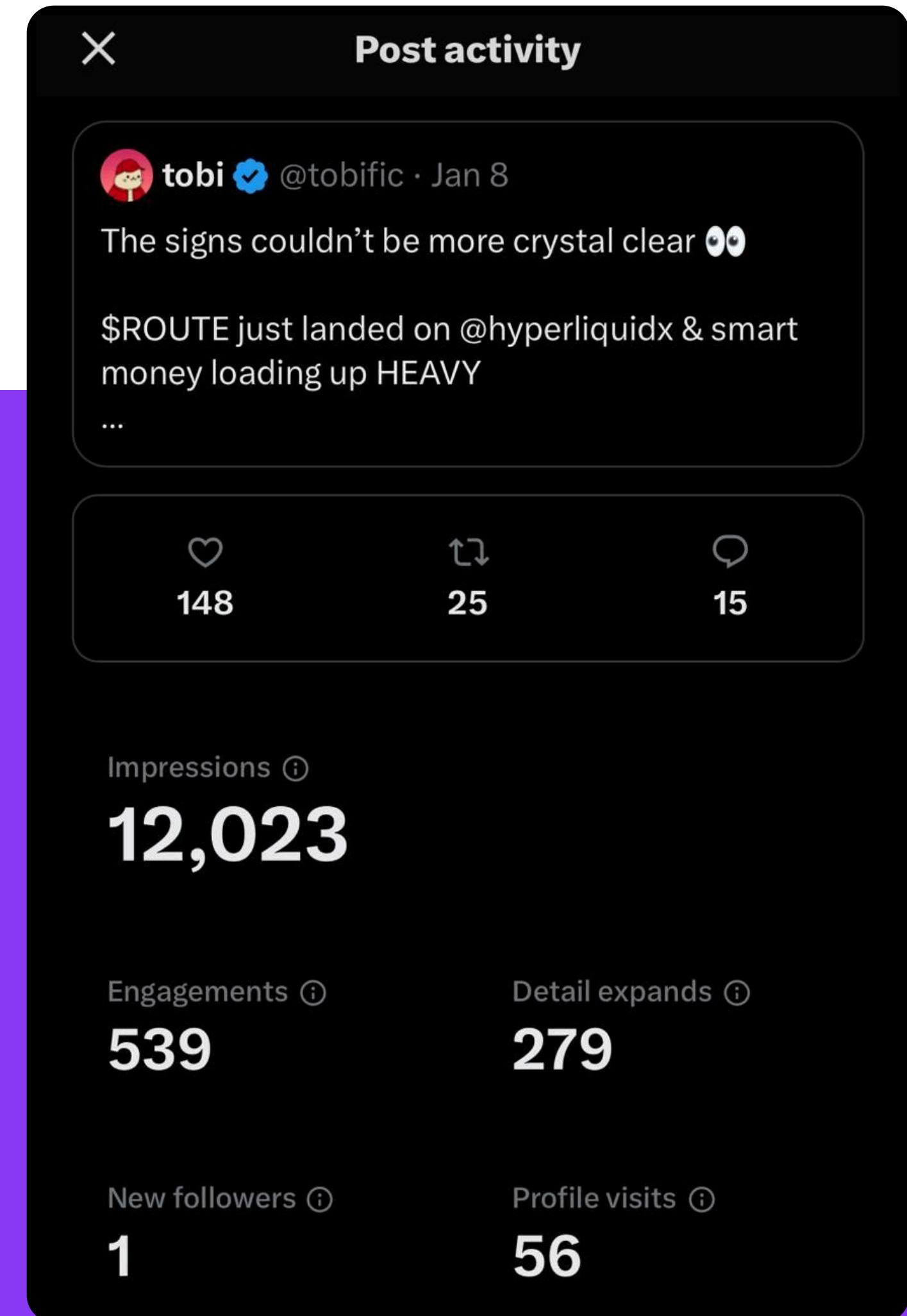
Total
Comments
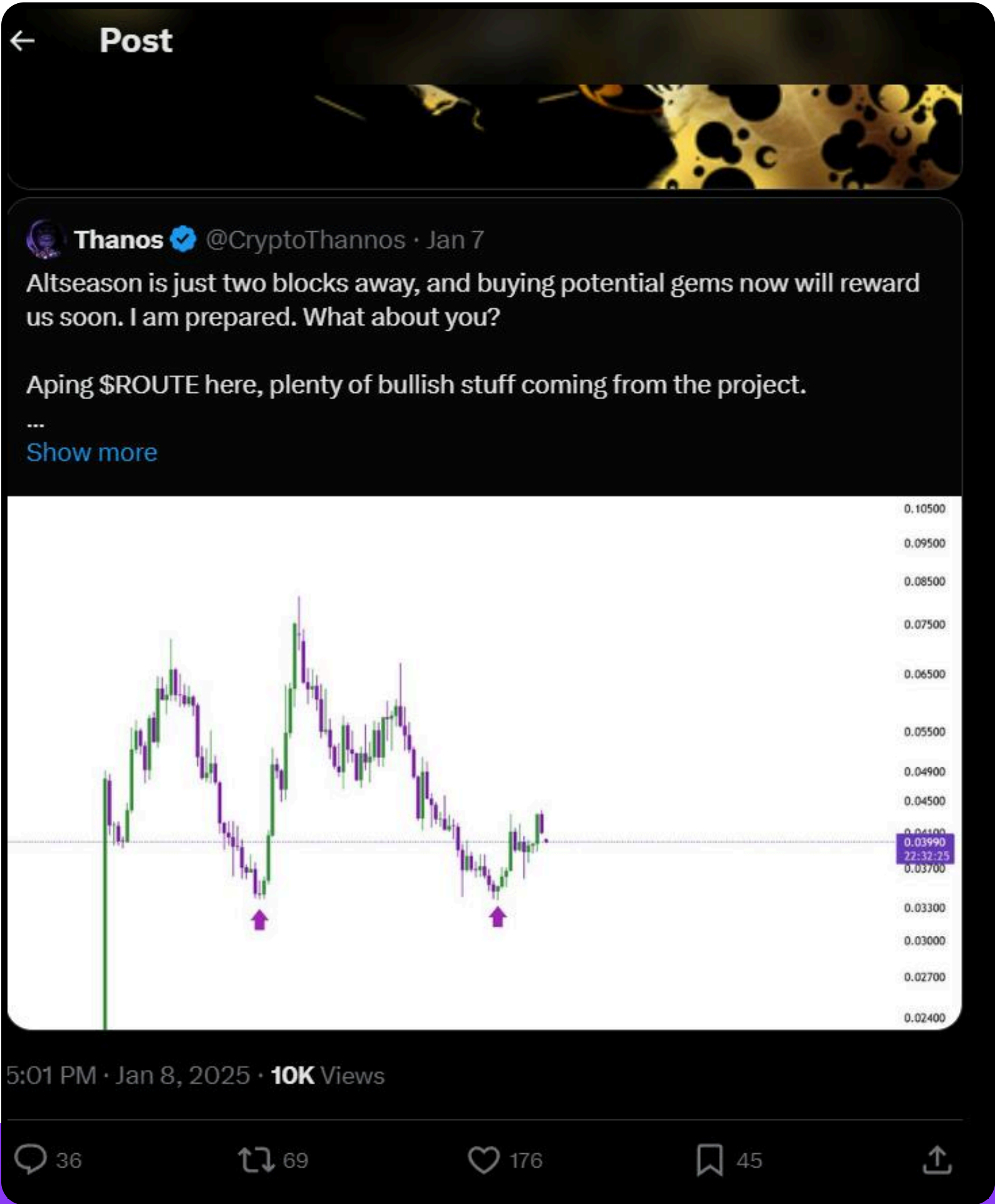
7. Thanos

Delivering bang for buck

◆ Market timing narrative

◆ Technical analysis inclusion

◆ Token burn emphasis

◆ Community engagement (@mentions)

◆ Clear problem-solution format

8. Dami-Def

293
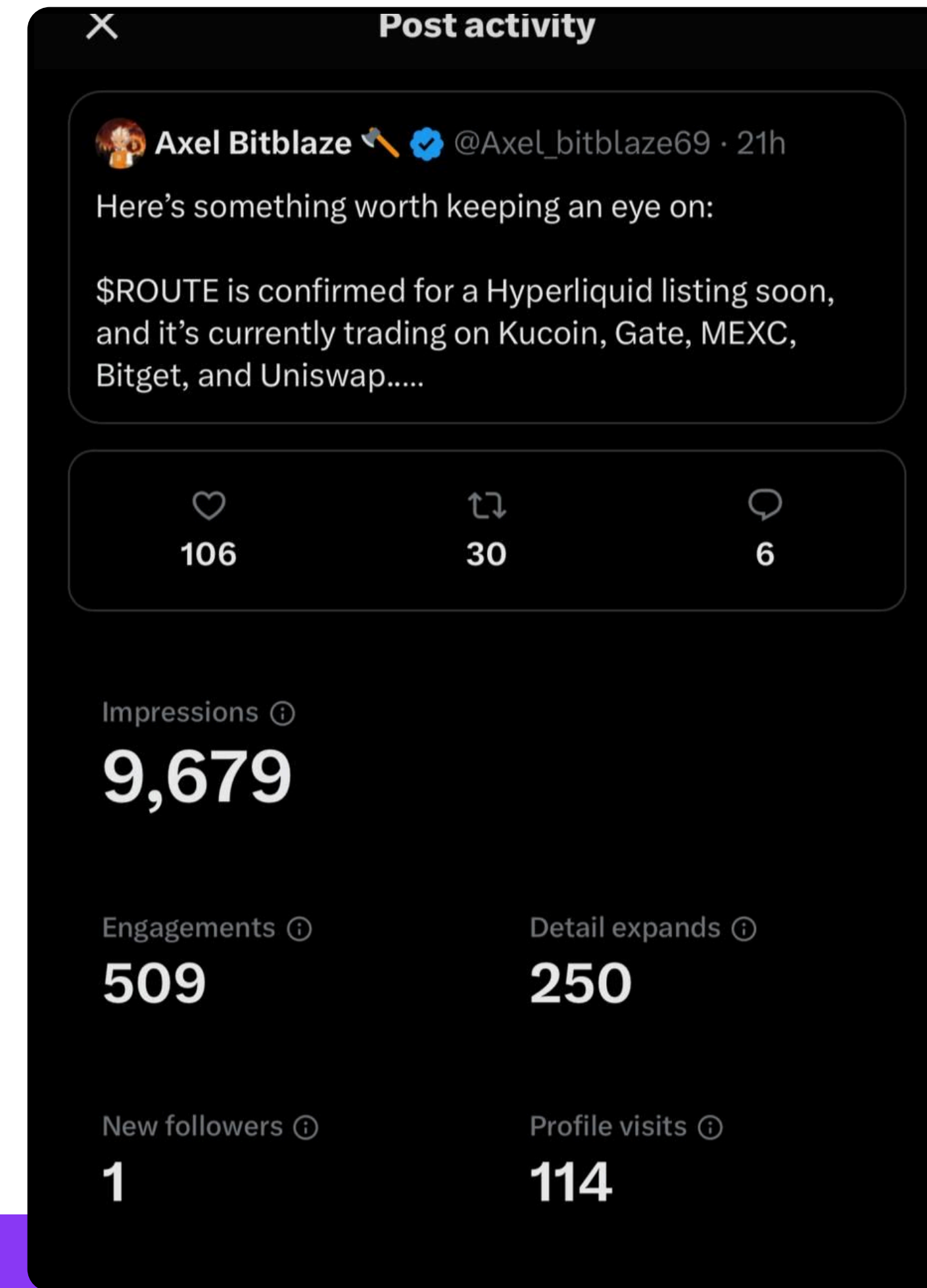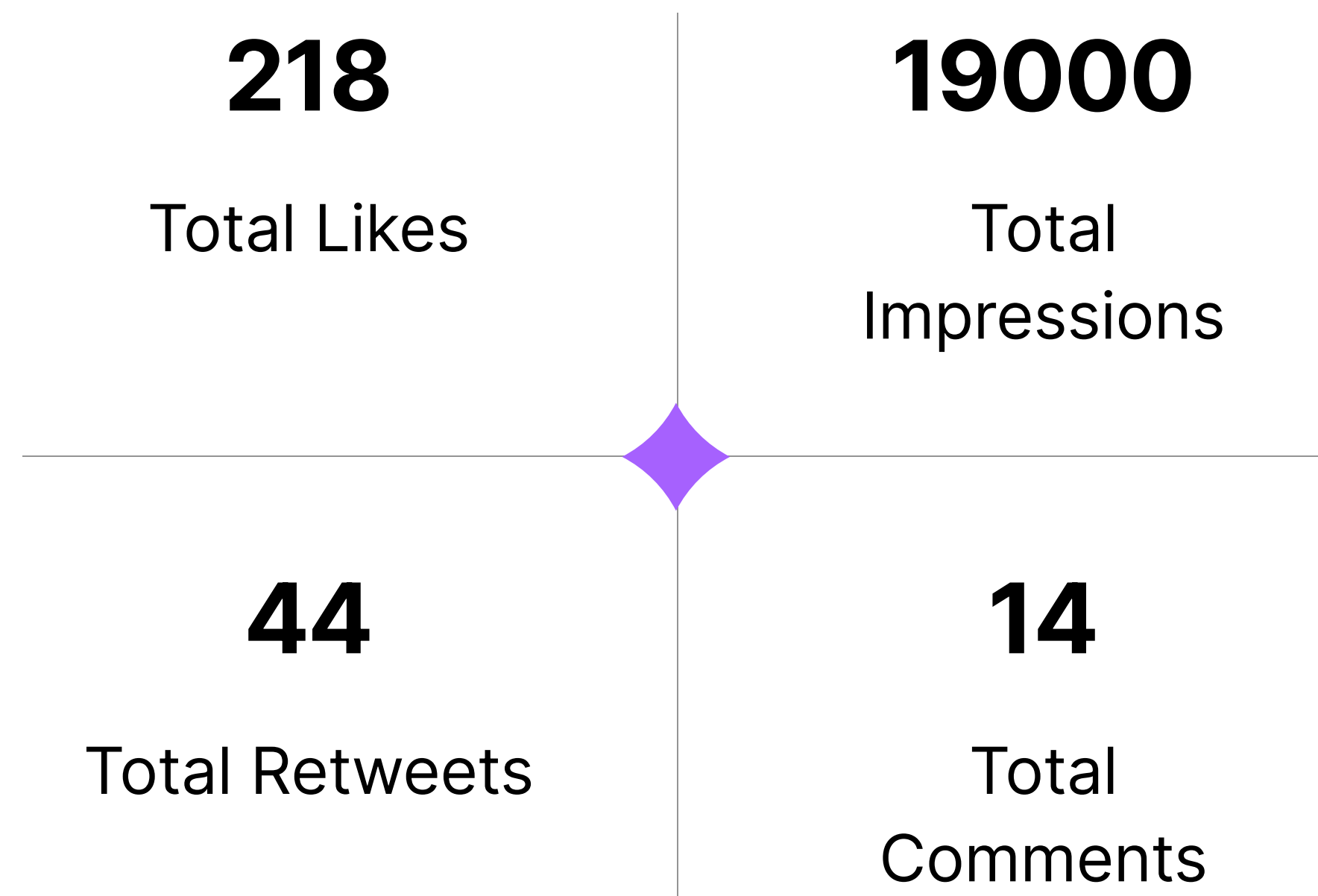
Total Likes

23600

Total Impressions

56

Total Retweets

16

Total Comments

Post Analysis

Back

Snagged the $ROUTE ticker on $HYPE breakout coming soon

But here's the real alpha:
Cross-chain single-step deposits are live on Router Nitro!

Connect seamlessly across 35+ chains like:
- Sui (Future-proof vibes)
- Solana (Blue-chip grind)

Don't sleep on this. Let's go!

(Not https://t.co/sKPatWmRDI

Jan 7, 2025   11,522   150   4   28

Overview   Audience

8. Dami-Def

Our Learnings:

◆ Could have added more unique insights

◆ Should have Included a personal perspective

Impressions ⓘ
11.8K

Engagement rate ⓘ
3.5%

Profile visits ⓘ
55

New follows ⓘ
1

Replies ⓘ
9

Likes ⓘ
160

Reposts ⓘ
29

Bookmarks ⓘ
3

ampli

9. Axel Bitblaze

218

Total Likes

19000

Total
Impressions

44

Total Retweets

14

Total
Comments

9. Axel Bitblaze

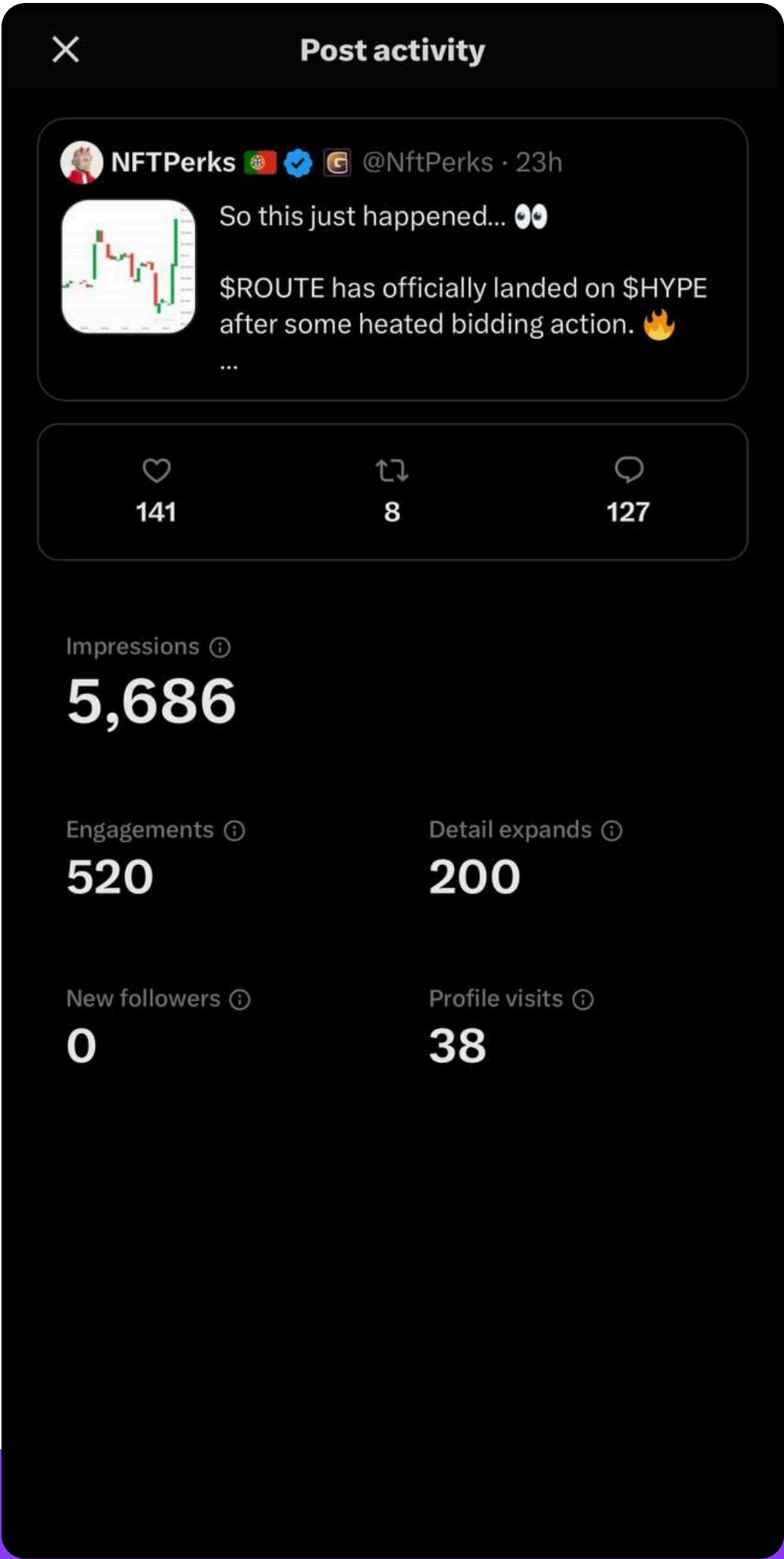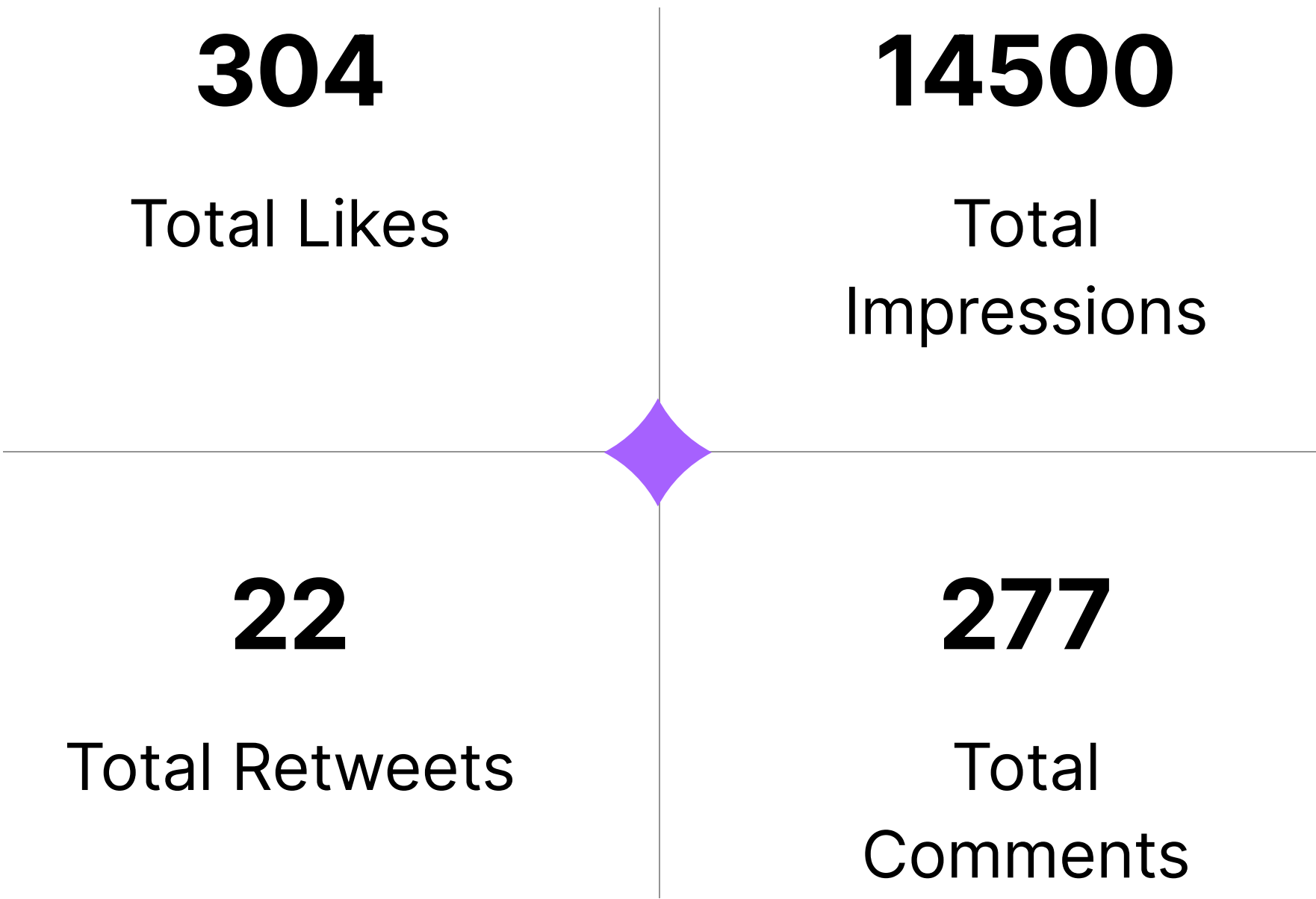## Success Elements:

◆ Detailed analysis format

◆ Clear numbered points

◆ Long-term perspective

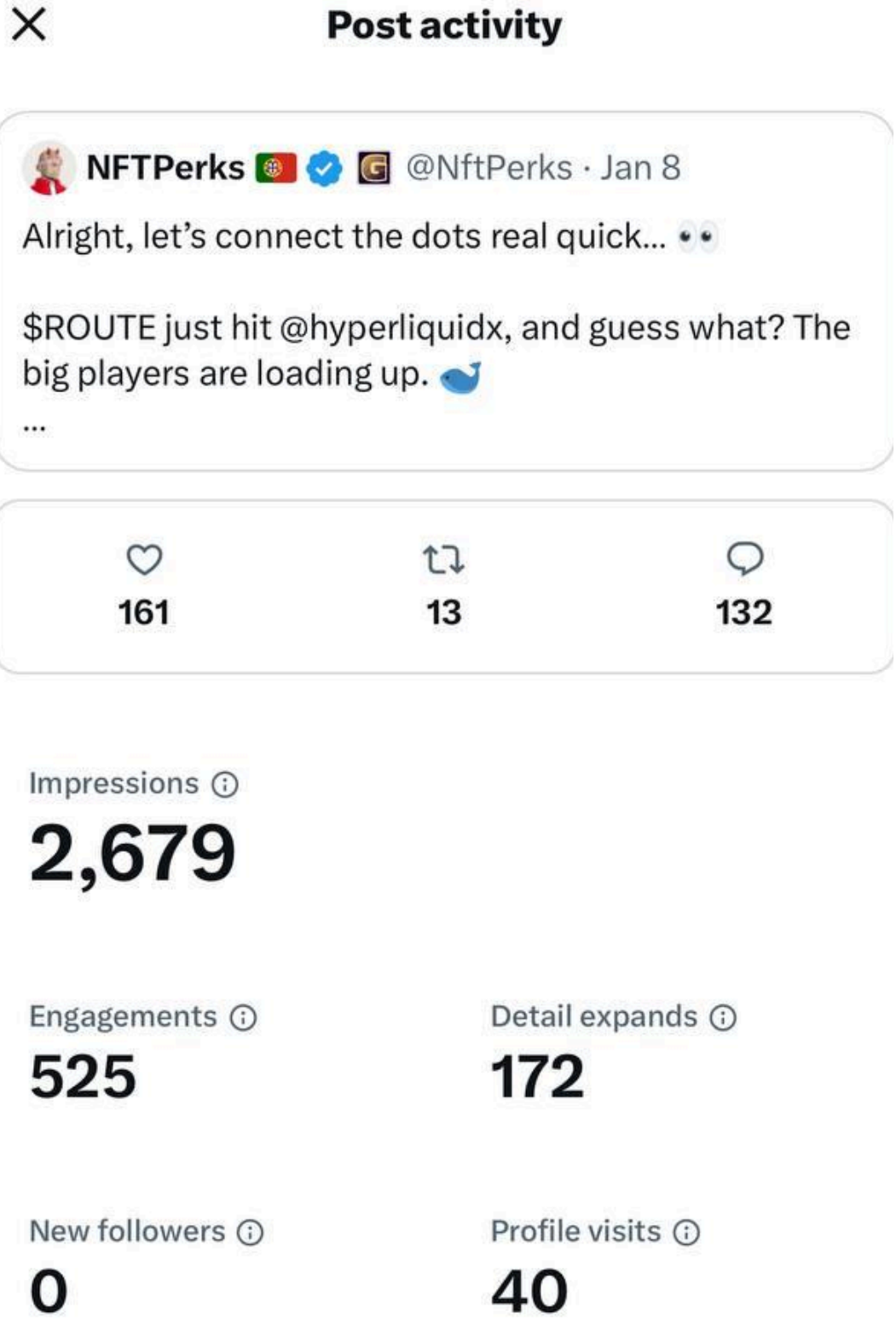◆ Balanced view of opportunities

◆ Professional tone

10. NFT Perks

304

Total Likes

14500

Total Impressions

22

Total Retweets

277

Total Comments

ampli
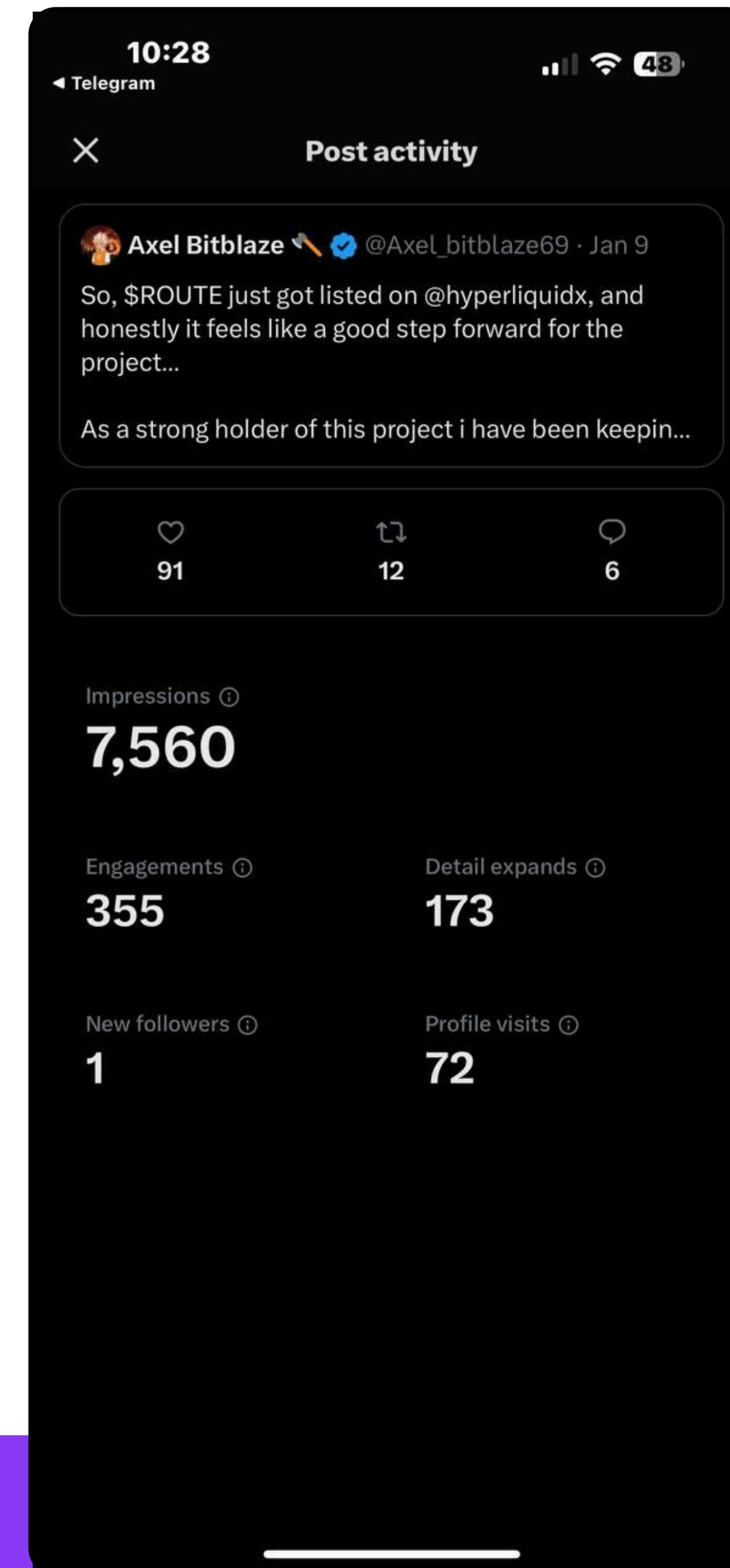
10. NFT Perks

Our learnings

◆ KOL's from a specific genre like NFTs
would not perform for other projects

11. DeFi Warhol

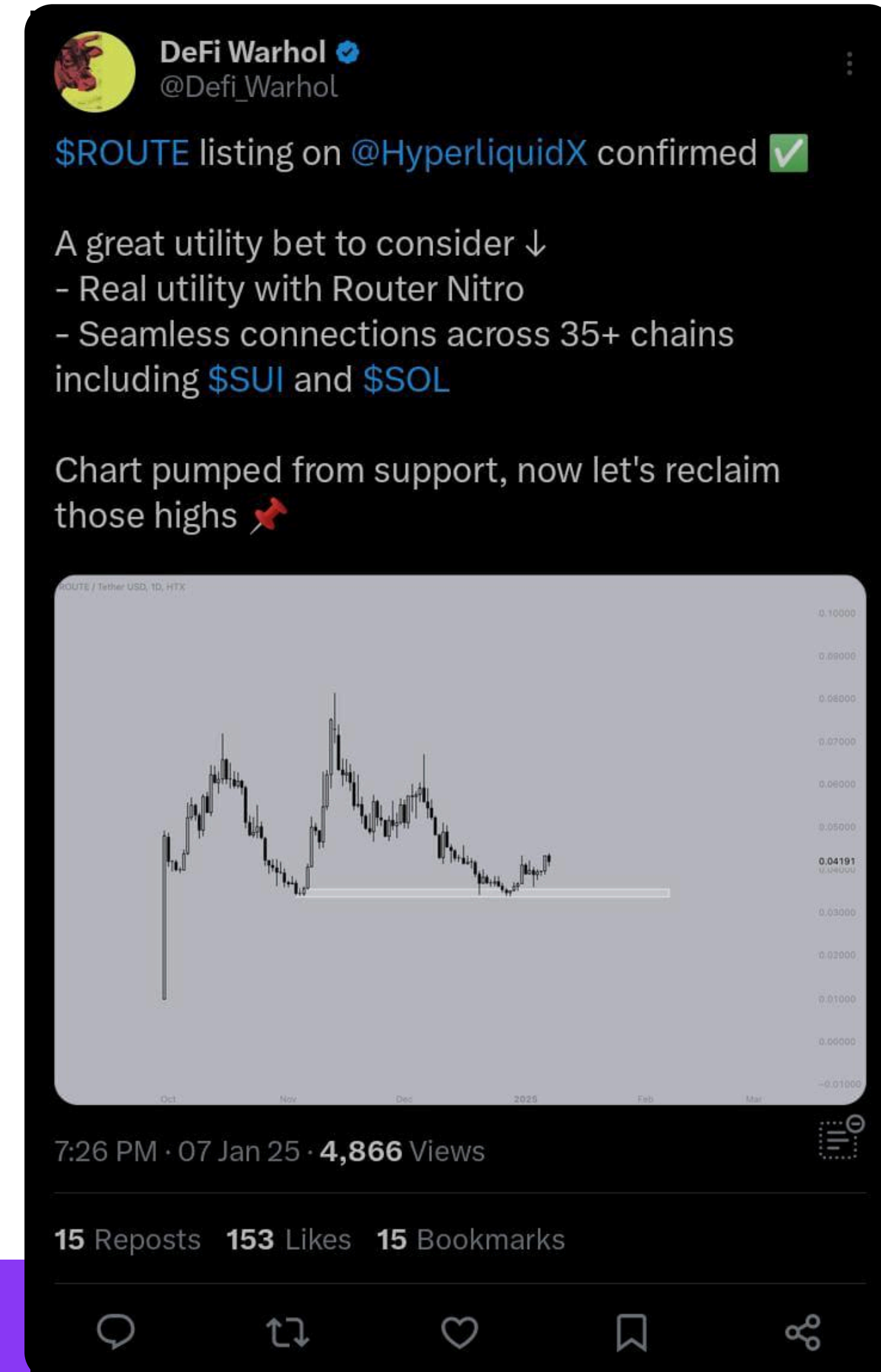**237**

Total Likes

9940

Total Impressions

15

Total Retweets

20

Total Comments

11. DeFi Warhol

How to Improve

◆ Add stronger news hook

◆ Include specific price targets

◆ Create more urgency

◆ Add personal trading narrative

◆ Use more engaging visuals

DeFi Warhol ✔ @Defi_Warhol · Jan 8

DEAL DONE ✅

$ROUTE is officially listed on @HyperliquidX!

Why should you consider it for your portfolio?...

♡ 83	↻ 16	○ 9

Impressions ⓘ
5,001

Engagements ⓘ
207

Detail expands ⓘ
81

New followers ⓘ
0

Profile visits ⓘ
19

12. Walls

Our Nano KOL strategy allowed the project to save upto **10K dollars.**

86

Total Likes

2300

Total Impressions

13

Total Retweets

10

Total Comments
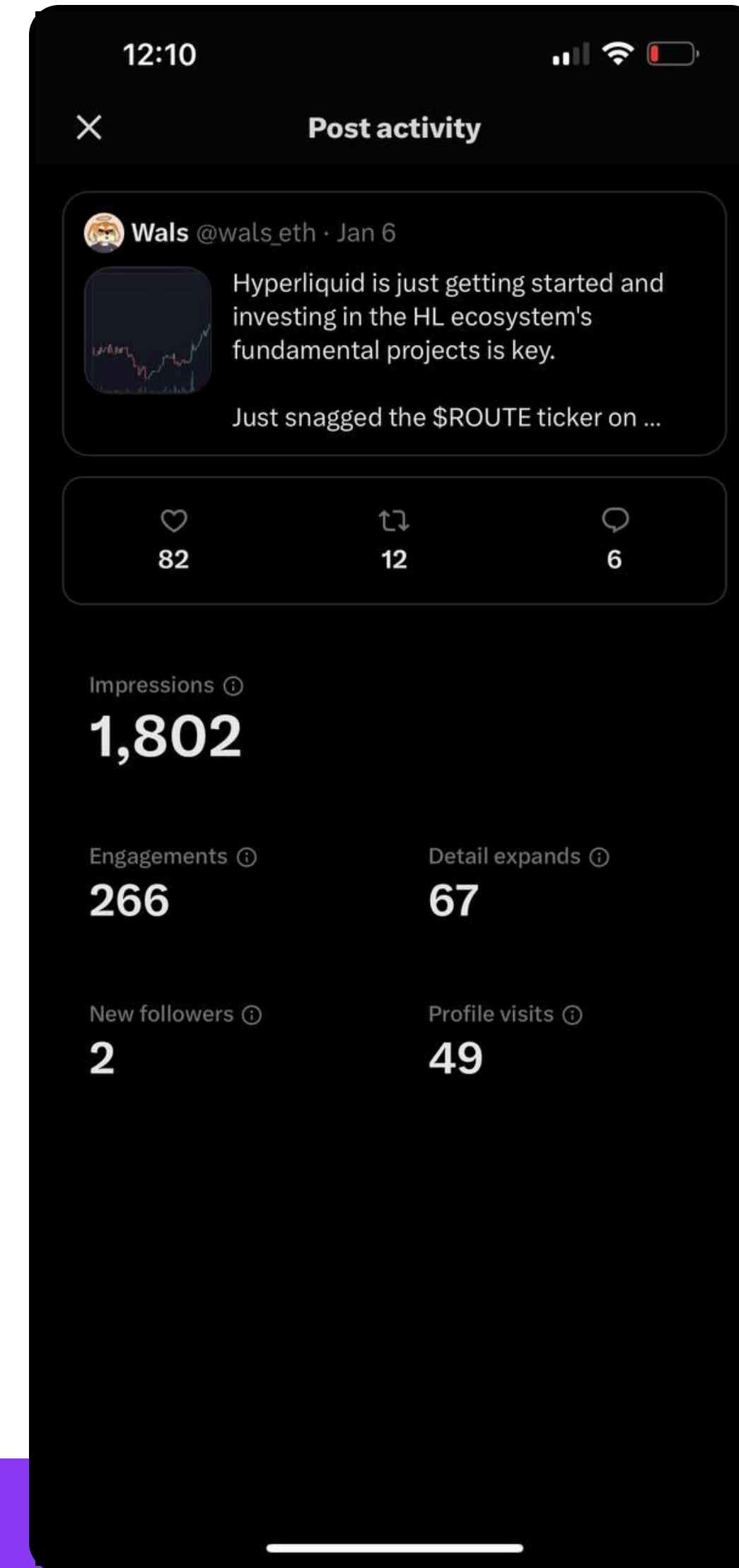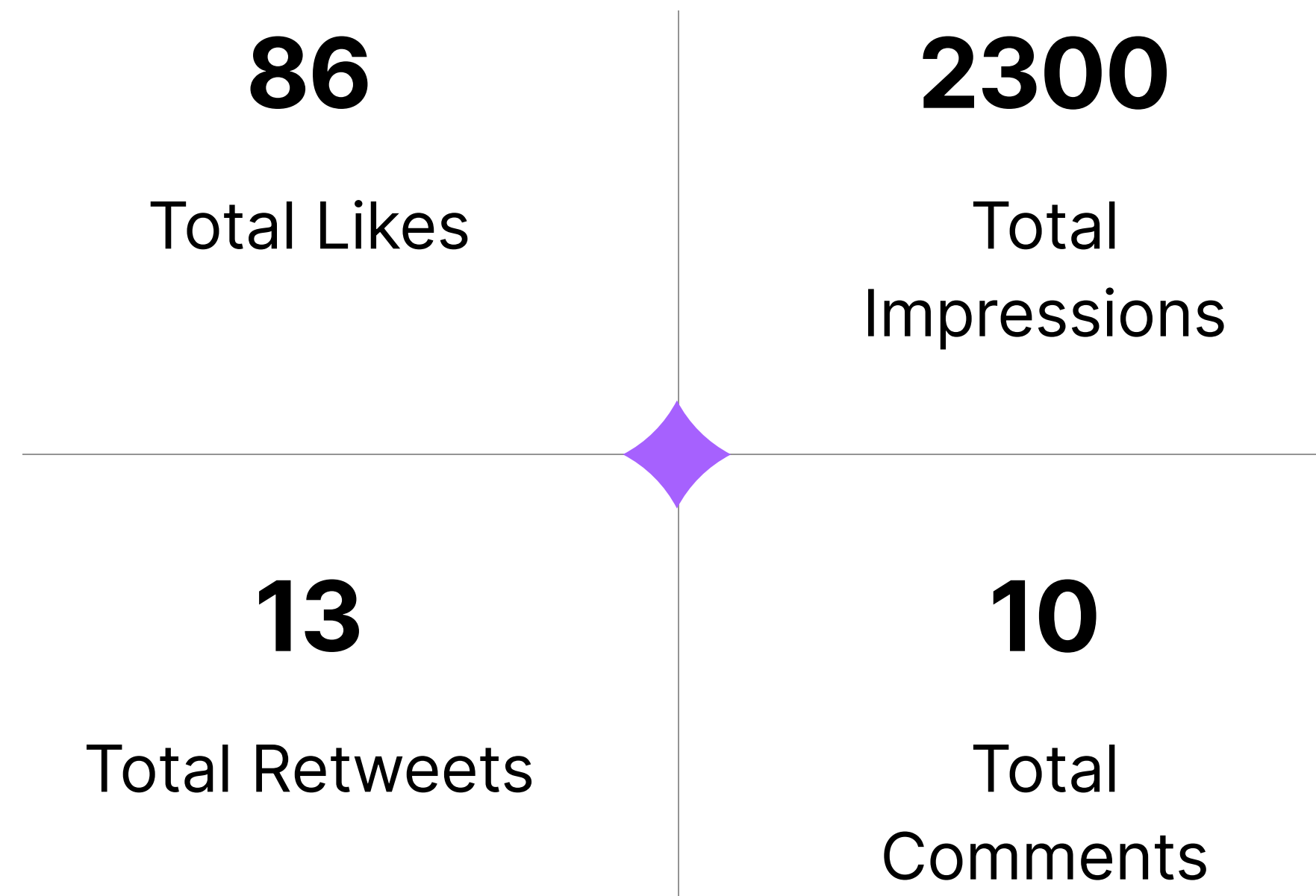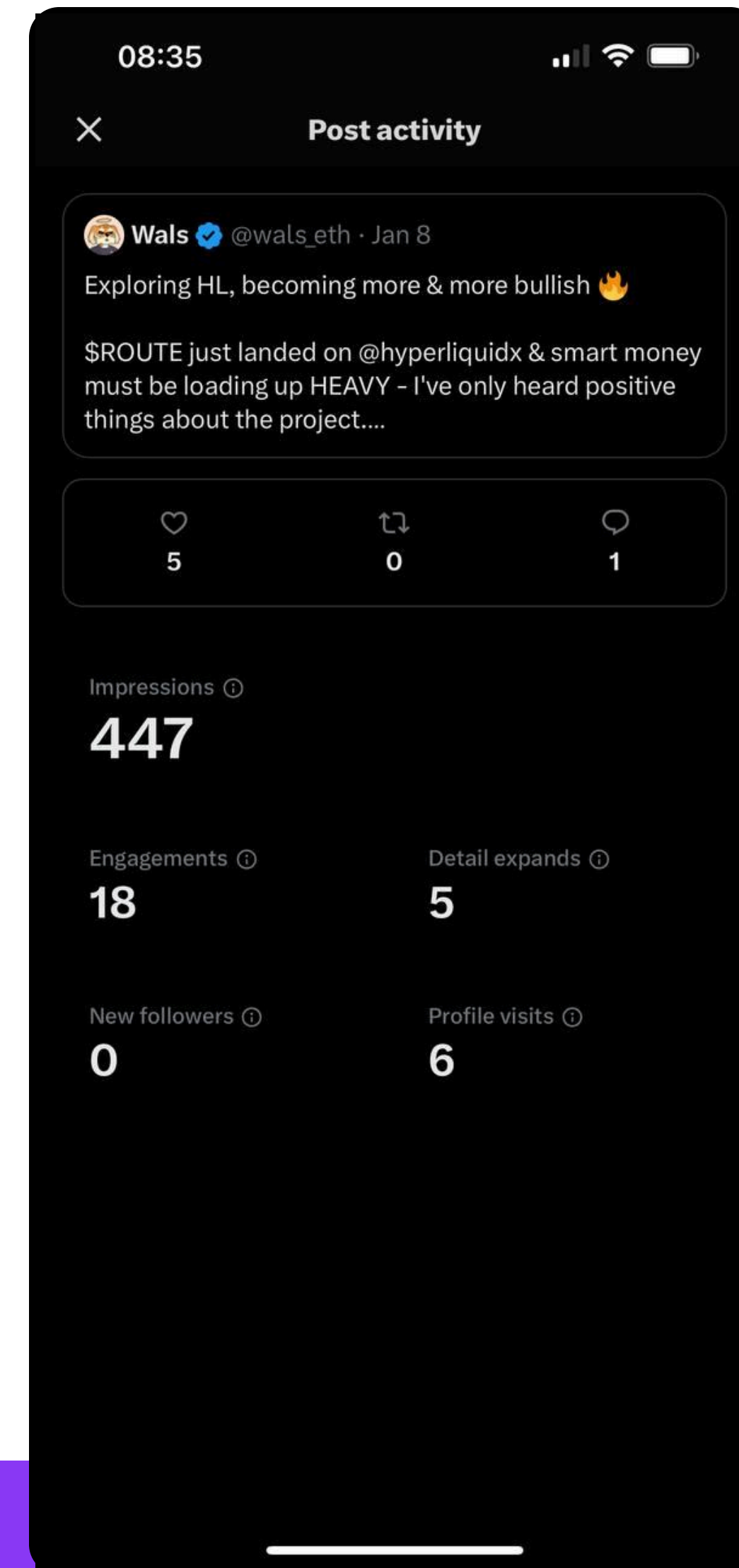
12. Walls

How to Improve

◆   Significantly shorten content

◆   Focus on one strong narrative

◆   Add clear price targets

◆   Create immediate call-to-action

◆   Use more engaging formatting

Reviews

"Their execution speed was actually insane fr fr. These guys had their finger on the X pulse 24/7 - absolute chads when it comes to crypto Twitter. We literally just kicked back while they handled everything - from picking based KOLs to crafting 200 IQ campaign strats and crunching those juicy metrics.

Ampli5 team delivered MASSIVE for Router Protocol, no cap!"

Anshul Dhir

Marketing advisor