A Pre Sale Case study for P2E
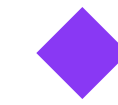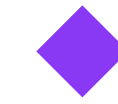
March, 2024

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Campaign Highlight
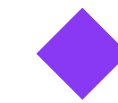
◆ **Campaign Budget**

$30000

◆ **Campaign Duration**

3 Weeks (Feb 4 - Feb 25), 2025

◆ **Deliverables**

40 YouTube videos
15 Twitter posts
15 KOL's activated

https://www.ampli5.ai/

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 Stoopid Cats?

Stoopid Cats is a Web3 gaming project creating the **first-ever dividend NFT system**, blending play-to-earn (P2E) and casual gaming.
Where 25% of all game and merchandise revenue is shared with NFT holders.

Challenges

Lack of quality users

The game had 100K+ downloads on Telegram but most of these users just come to farm airdrops

NFT winter

The state of the market in Q1 of 2025 was anyway bearish, memecoins and NFTs were the worst hit sector of the entire market along with AI Agents.

Undoxxed founder

The founders of the project chose to remain undoxxed through the process so the burden of credibility went back to just KOL's & the marketing team.

1st time founder

Also the founder was a first time founder in the crypto space with angle investment of 250K$, it created a lot of FUD around the roadmap

How do we tackle?

STOP COLLECTING JPEGS, START COLLECTING CASH

25% of ALL revenue flows straight back to holders. Not promises, not roadmaps, not "utility" – cold hard fucking cash. While other projects blab about doxxing to build "trust," we're too busy building an actual business model that pays YOU.

WE FOLLOW THE MONEY, NOT THE HYPE

Our team went beast mode on the data and discovered where the REAL Web3 gamers are hiding:

Vietnam: The undisputed #1
Thailand: Coming in hot at #2
Philippines: Holding strong at #3

We've strategically conquered these markets by:

- Locking down the absolute TOP 2 KOLs in each country (A+ tier only)
- Deploying 4 macro influencers to give us massive credibility
- Leveraging 4 hungry nano/emerging KOLs for insane ROI at the bottom of funnel
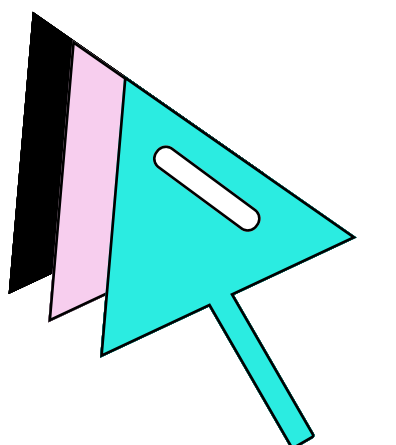
The Result - Bears who?

Our State

VS

The State Of CT

Speed of Execution

Rapid Campaign Development

01

Campaign strategy developed and 13 YouTube KOLs onboarded within one week

02

Content production efficiently scheduled across 3-week window

03

Coordinated releases across multiple time zones for maximum impact

04

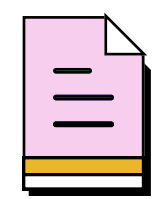Last-minute X campaign activated 72 hours before presale (Feb 23-25)

05

Real-time performance tracking enabled quick optimization

06

Successfully coordinated 51 content pieces (39 videos + 12 tweets) in just 3 weeks

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Presale Performance & Last-Minute Push

Multi-Phase Conversion Strategy:
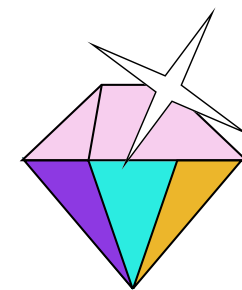
Initial Videos

Created awareness and education (introduced the dividend NFT system)

Integration Videos
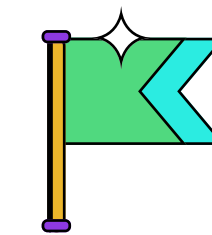
Built brand recall and credibility

Final Integration Videos + Tweets

Drove direct presale conversions

Last-Minute Campaign Results:

- Soft cap of 222 SOL reached within 3 hours

- Last 72-hour push generated 60% of total referrals

- Triggered viral momentum with Stoopid Cats' own announcements

Key Presale Achievements:

- Total raised: 5,000 SOL

- 213% over-delivery on promised referrals (10,683 vs 5,000 target)

- Twitter campaign delivered 3.4x ROI on $3,000 investment

Campaign Amplification Effect

◆ **STOP COLLECTING JPEGS, START COLLECTING CASH**

Our campaign created the momentum for these official updates:

- "MAJOR UPDATE: Soft Cap Hit in Record Time!" - announced reaching 222 SOL in under 3 hours
- "Stoopid Cats x SuperTeam" partnership announcement with weekly competitions
- "Presale is LIVE!" announcement highlighting key project differentiators

◆ **Strategic Timing:**

- Our final integration videos aligned perfectly with official announcements
- KOL tweets amplified official messaging for maximum impact
- Coordinated push created a surround-sound effect during critical presale window

◆ **Community Building Impact:**

- Campaign helped transition from awareness to active community participation
- SuperTeam competition entries increased by 180% following our campaign
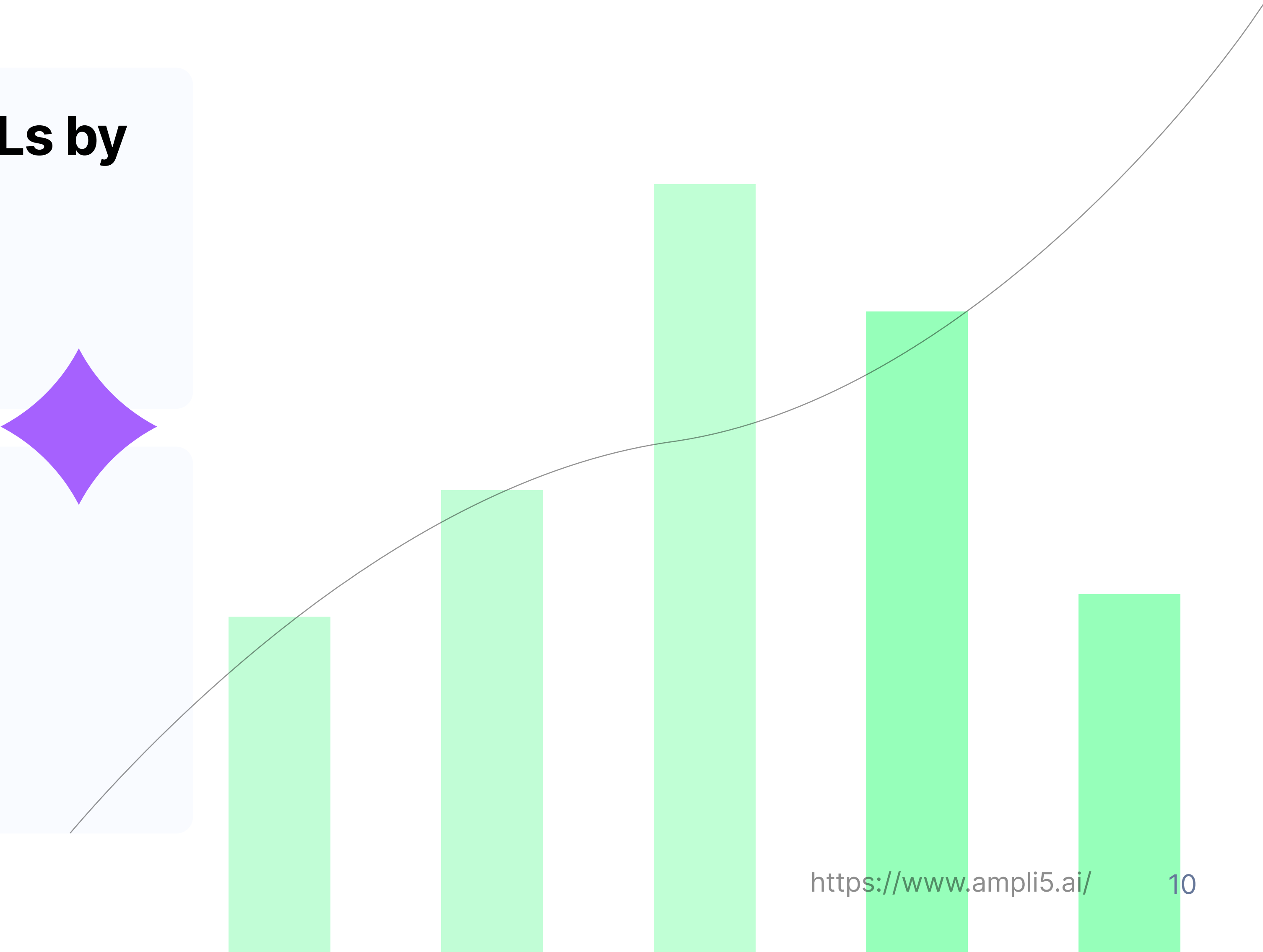- Created strong foundation for post-presale community growth
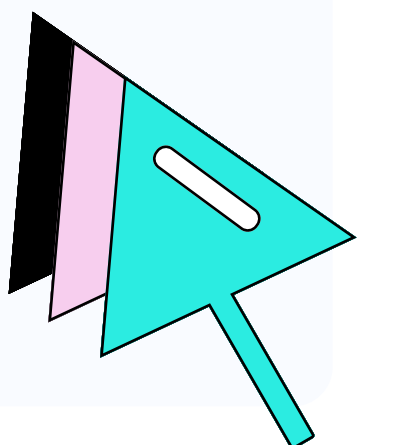
YouTube Performance Overview

Top Performing YouTube KOLs by Onboards:
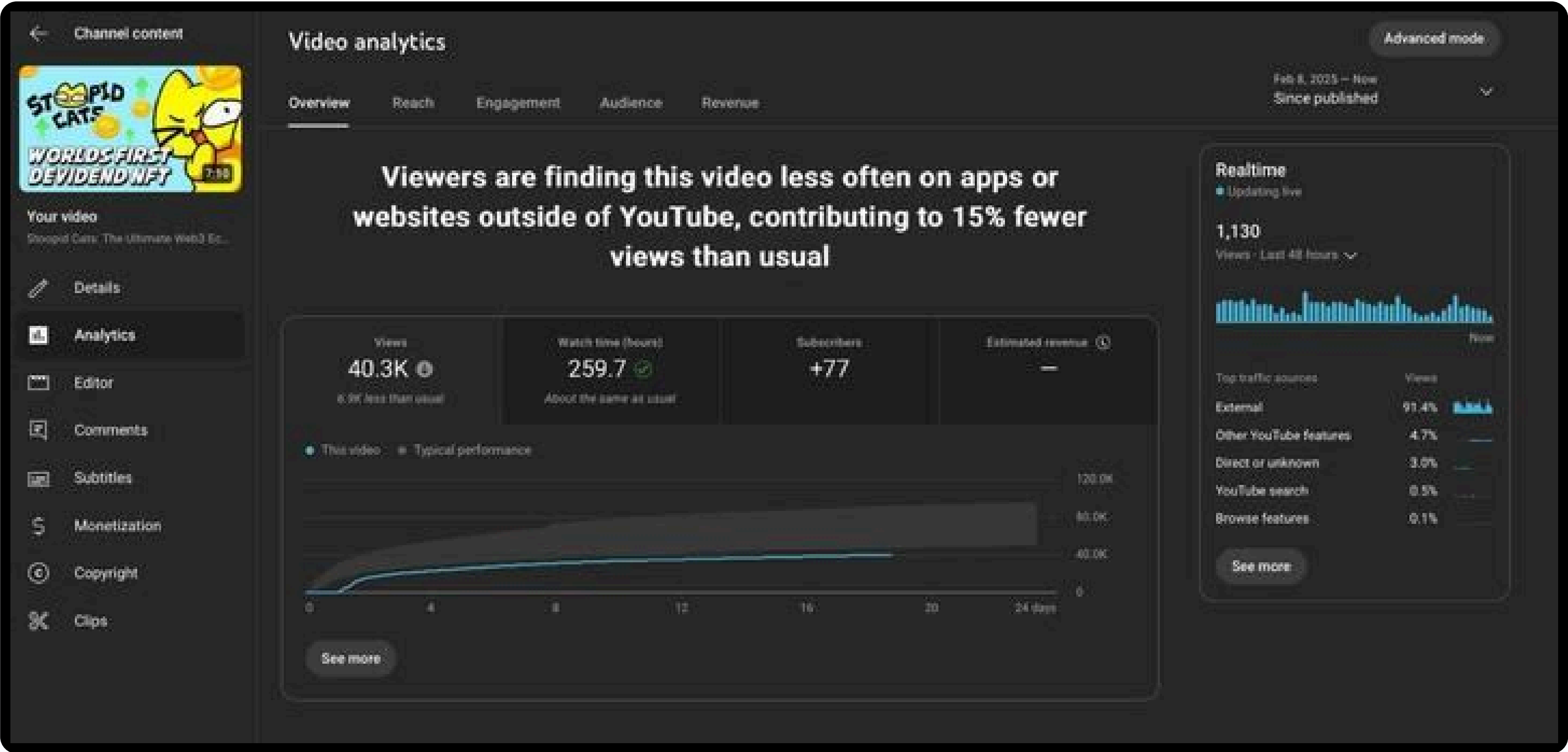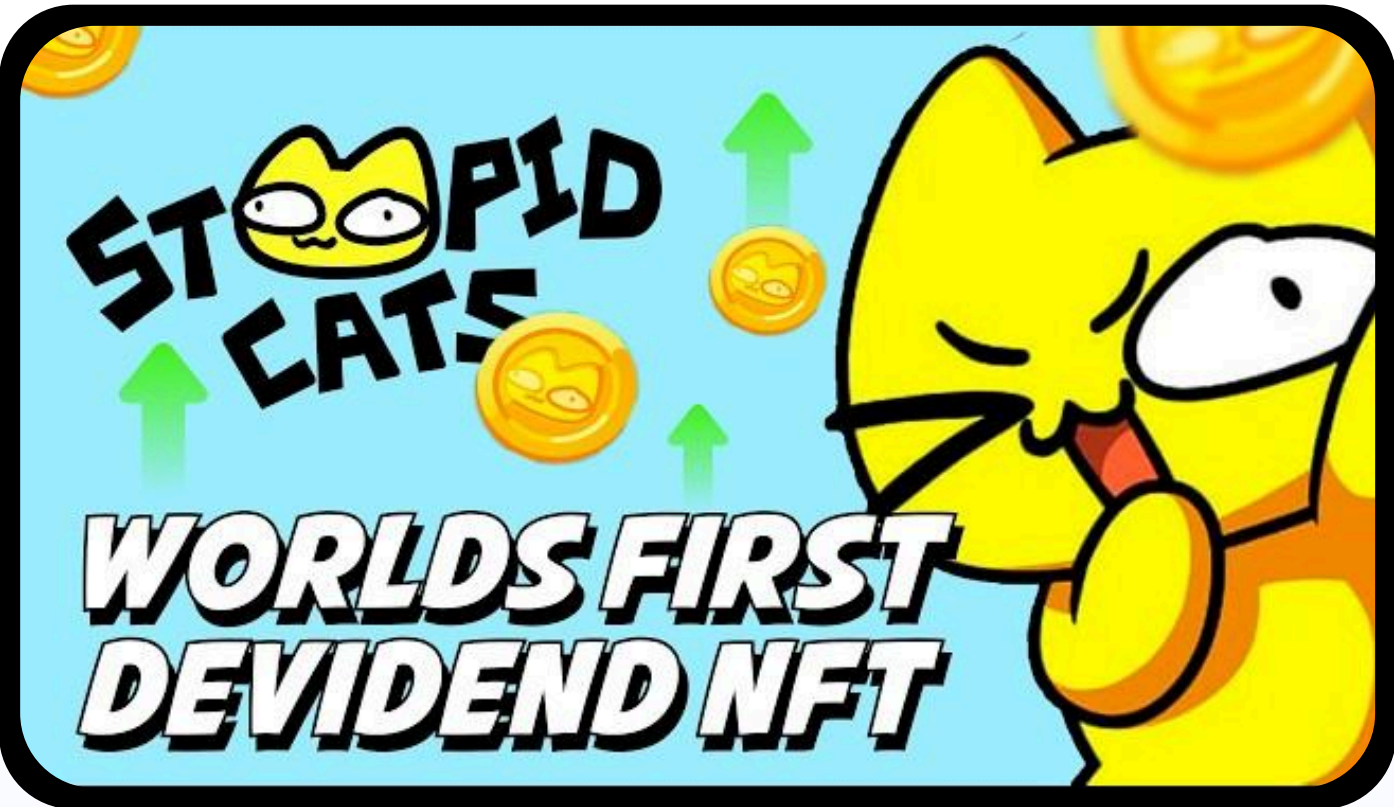
Play to earn.com: 1,179 onboards
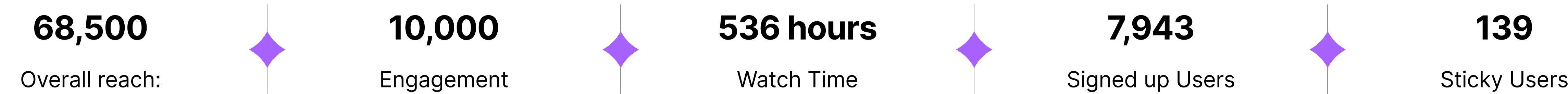NFT Wisdom: 427 onboards

Content Impact:

Total YouTube Views: 325,800
Total Watch Time: 2,877 hours
Average Engagement Rate: 6.75%
Cost Per Onboard: $2.62

Bump by MMPro Group

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MM Pro (7,943 onboards)

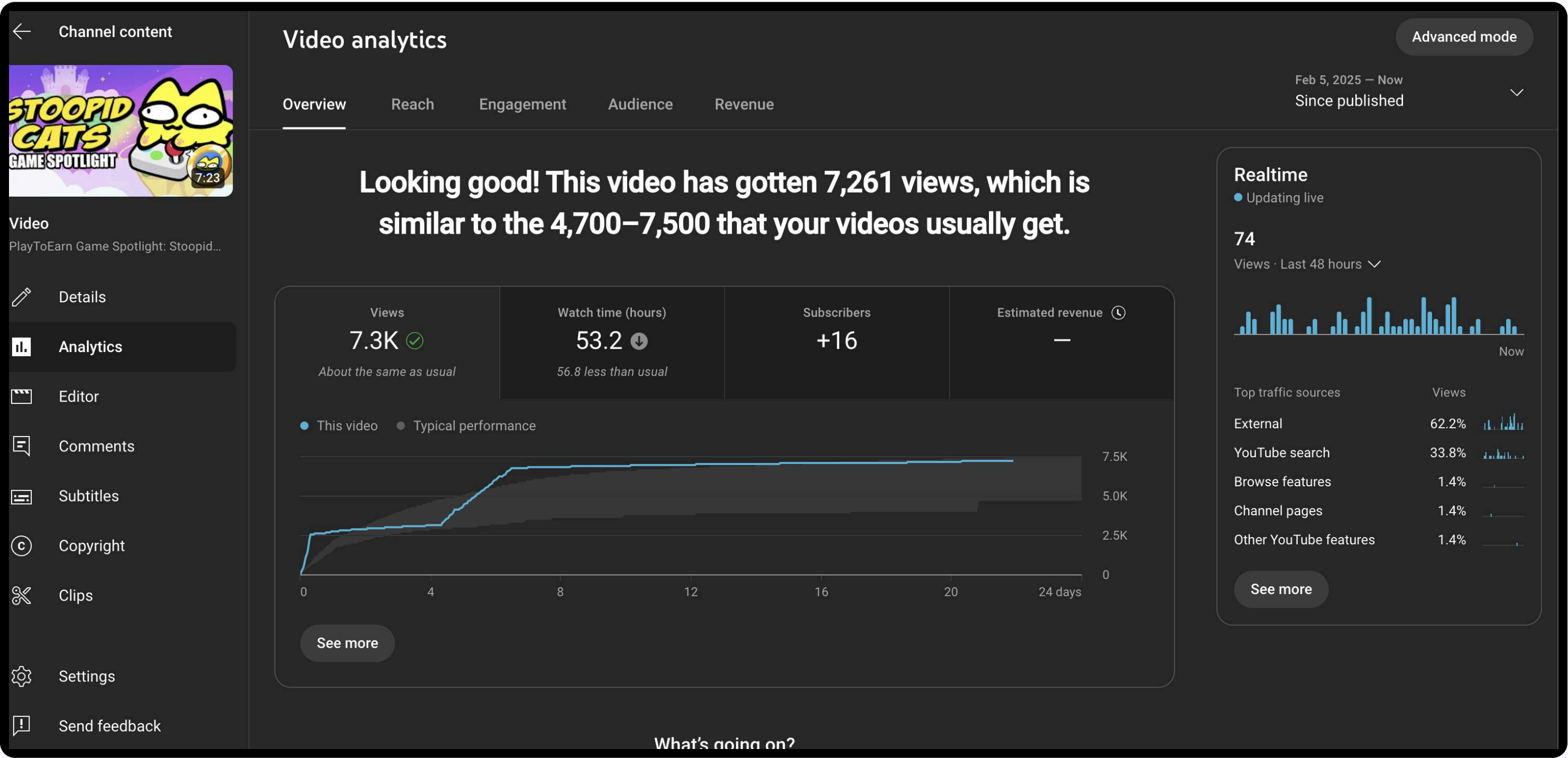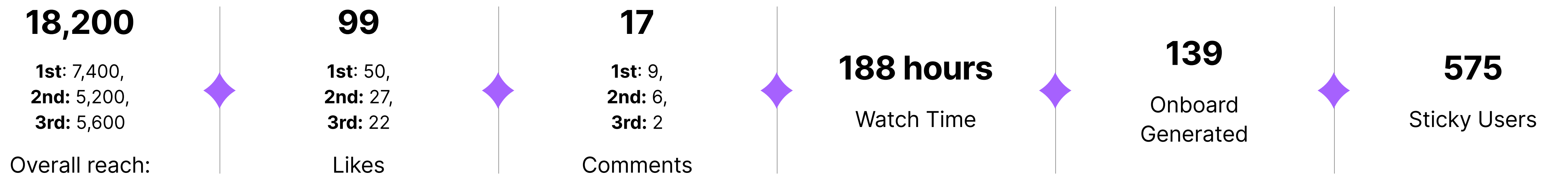| **68,500** | **10,000** | **536 hours** | **7,943** | **139** |
| Overall reach: | Engagement | Watch Time | Signed up Users | Sticky Users |

Learnings: Post the campaign we realised that this particular KOL had a lot of bot engagement and clicks to boost his numbers as **only 140 odd of the 8K (0.01%)** referrals stayed on the app for more than 1 day.

As a result, they were bumped down in ratings on Ampli5

Play to earn.com (1179 Onboards)

ampli5

Play to earn.com (1,179 onboards)

18,200

1st: 7,400,
2nd: 5,200,
3rd: 5,600

Overall reach:

99

1st: 50,
2nd: 27,
3rd: 22

Likes

17

1st: 9,
2nd: 6,
3rd: 2

Comments

188 hours

Watch Time

139

Onboard
Generated

575

Sticky Users

Learnings

Play to earn is one of the KOL's in the space that has a dedicated community on discord and play PVP competitions each month. We were able to tap into the community and help generate the highest number of sticky users coming from a single KOL.

NFT Wisdom (427 onboards)

11,300

1st: 1,700,
2nd: 4,600,
3rd: 5,000

Views

99

1st: 9,
2nd: 40,
3rd: 21
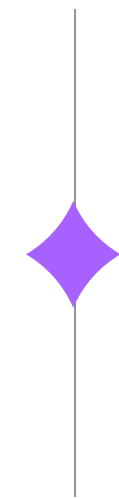
Comments

353 hours

Watch time

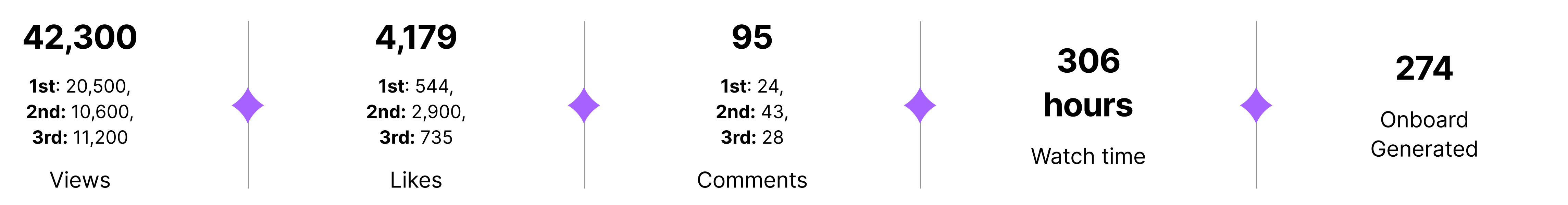**427**

Onboard
Generated

189

Sticky Users

Learnings

NFT wisdom was a channel with sub 5K subscribers but after initial conversation with the KOL over telegram and multiple google meets, we were very sure our bet on taking this nano KOL for the campaign will be be good. The result? We had the 3rd highest onboards from this KOL at the best CAC of almost 2$

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Eraldo (274 onboards)

| **42,300**	**4,179**	**95**	**306 hours**	**274**
1st: 20,500, **2nd:** 10,600, **3rd:** 11,200	**1st**: 544, **2nd:** 2,900, **3rd:** 735	**1st**: 24, **2nd:** 43, **3rd:** 28	Watch time	Onboard Generated
Views	Likes	Comments		

Learnings

Eldorado was the KOL from our micro category of KOL's who were sure would perform and not only did this KOL shill the product to his audience, he also went ahead and participated in the pre-sale with 2.2 SOL. Such KOLs are rare to find.

Overall result

◆ Overshot our target to achieve 5,000 Sticky users at a CAC of 6$ by 50% and helped the brand with 7,249 sticky users (Users who played more than once on different days)

◆ Our strategy of doing 1 video each week by these KOLs ensure we flooded the SE Asia Youtube P2E space with Stoopid Cats to ensure peak mindshare

◆ Despite bear market in March and no doxxed face, we helped Stoopid Cats raise 200+ sol in opening 3 hours of pre sale and 500+ Sol in first 4 days of the pre sale

◆ Ampli5 team provided support post the campaign as well to get some traction on X and extending support to spread awareness of the pre sale.
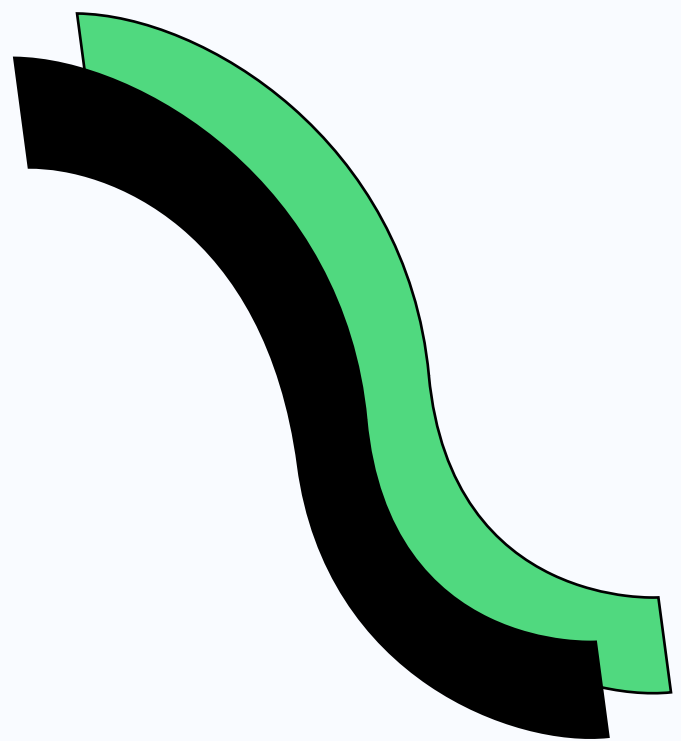
Overall Campaign Learnings

◆ Community-Driven Impact:

KOLs with an actively engaged Discord community amplify the reach and credibility of their YouTube collaborations, leading to stronger audience conversion.

◆ Nano KOLs as High-ROI Assets:

Emerging creators are deeply invested in growth, often delivering outperformance and superior CAC compared to established influencers. Their authenticity and hustle translate into higher engagement and trust.

◆ Authenticity Over Vanity Metrics:

Bottled engagement remains a challenge to detect upfront, but a deep dive into their Discord interactions can provide valuable indicators of genuine audience quality

◆ Market Quality vs. Volume:

While Southeast Asia offers user scale, the highest-value audiences—driven by purchasing power and engagement—are concentrated in Thailand & India