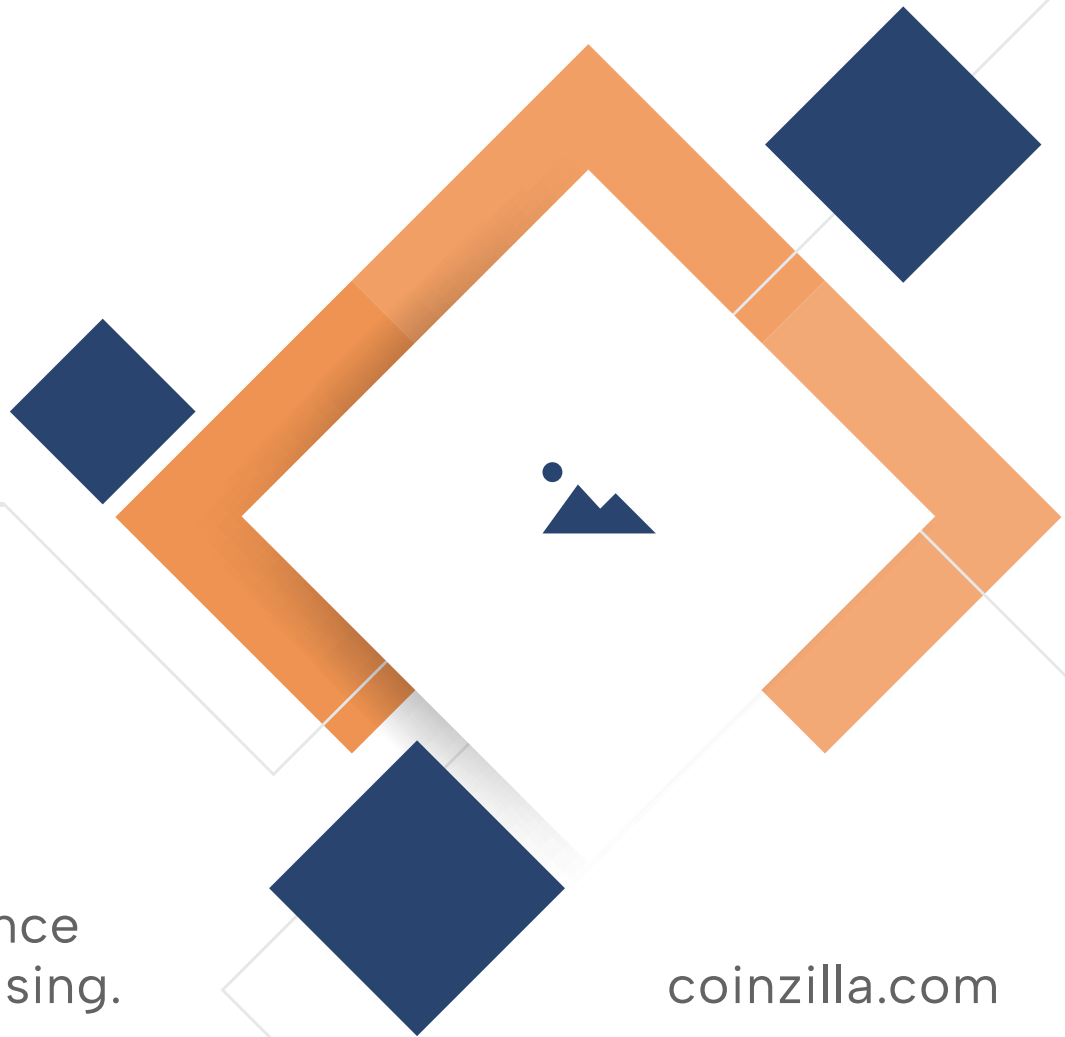




coinzilla



Your guide to finance
and crypto advertising.

coinzilla.com

FOUNDER'S NOTE

We believe that cryptocurrencies have the power to change the world.

Since we joined the finance & crypto market, we have collaborated with countless projects that have the power and the ambition to revolutionize entire educational systems, sustainably develop industries, and create life-changing technologies.

And helping those projects get the attention they need and deserve is our primary goal.

To achieve that, we work closely with our customers to design new tools and strategies to help them reach their business objectives and set their projects on the path to success.

Our Story



The finance & cryptocurrency market was introduced to the world in 2009, with Bitcoin being valued at practically \$0. For several years, this cryptocurrency slowly gained popularity and stayed under the radar.

In 2016, the idea of developing an advertising network for the finance & crypto industry was put forward by one of our team members. The purpose of this platform was to help the industry move forward by giving innovative and relevant projects the awareness they need. Later that year, Coinzilla was launched.

However, as 2014 rolled through, so did the first wave of regulations for the finance & cryptocurrency market. Bitcoin was banned or restricted in various states, including China and Russia. This wave of restrictions caused Bitcoin's price to plummet and greatly affected the trustworthiness of the crypto industry.

Mission & Values



Our mission is to connect advertisers with publishers and provide efficient promotion and monetization solutions for the finance & crypto world. The continuous development of our platform, fueled by our team's creativity and ideas, aims to shape the ever-growing finance & crypto industry by putting the spotlight on the projects that deserve the community's attention.



Integrity

We believe that good morals make good business and that the foundation of a fruitful collaboration is mutual trust.



Togetherness

Success means nothing if you don't have someone to enjoy it with.



Innovation

We constantly strive to develop new features and tools to help businesses succeed.

Our Services



Coinzilla allows finance & crypto-related businesses to reach their target audience through advertising campaigns. Our tools and services were carefully created to provide advertisers with the best return on their investment and to help webmasters easily monetize their websites.

Banner Advertising

Our banner ads serve as the foundation of our whole advertising strategy. Our standard banners, with dimensions of 300x250, 728x90, 160x600, 320x100, 320x50 or 300x600 are designed using HTML5 and helped numerous customers generate conversions at low costs.

Other highly effective banner formats are the non-intrusive sticky banners and header banners, which boosted the conversion rates of some of our clients' campaigns by more than 15%.

Native Advertising

We introduced native advertising solutions in 2018, and it has since become one of the best converting advertising formats.

The ad copies the natural form and function of the website where it is placed, making it an effective format for both publishers and advertisers. Due to their user-friendliness, native ads also serve as an efficient method to reach mobile audiences.

Coinzilla Marketplace

We launched Coinzilla Marketplace in March 2018 as a result of the high demand from our advertisers. We currently work with over 600 websites from the finance & cryptocurrency niche, helping our clients increase their market visibility and reach new customers.

With solutions such as sponsored articles, buttons, text ads, and newsletters, our marketplace serves as the perfect tool to further increase your advertising efforts.

Our Collaboration Process



Banner Advertising

Chat with your account manager about your campaign's duration, audience targeting, and expectations.

Set your daily and total budget.

Choose your banner formats and your tracking methods.

Set up your campaign and start delivering ads.

Monitor and improve your campaign with support from your account manager.

Press Release Advertising

Build your press release package via Coinzilla Marketplace.

Discuss all the details of your press release campaign with our team.

Our specialists will create your content (if necessary) and send it to you for feedback.

We will distribute your content to the websites of your choice.

Check live updates on your order status in your account.

Coinzilla In Numbers



Every month, our advertisers' campaigns are delivered across more than 160 countries through a network of 600+ publishers. Their banners receive over one billion monthly impressions, with the top 5 countries delivering more than 100M impressions.

Our experience in advertising allowed us to determine some of the best-performing banner sizes.

This is why we focus on specific banner sizes, such as 300x250, 728x90, 160x600, and 320x100. Besides classic banners, we also encourage the use of sticky and header banners as well as pop-unders and native ads.

Since 2016 we've been trusted by more than +600 advertisers and helped deliver over 16,000 campaigns.

USA

40M
Impressions

Turkey

21M
Impressions

Vietnam

17M
Impressions

India

23M
Impressions

Germany

13M
Impressions

Note*

- Statistics extracted on November 8, 2022
- M means million
- The impressions are reported per 1 month

Why Coinzilla

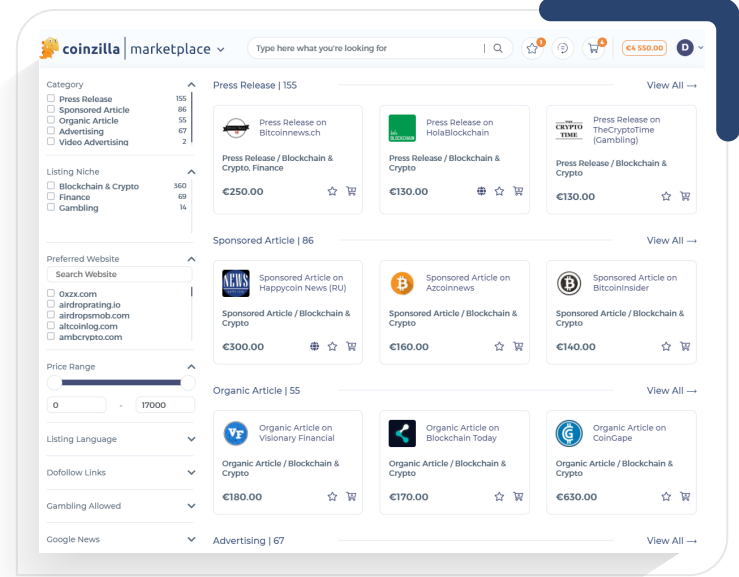


Personalized solutions



Because the finance & crypto market is continuously evolving, so are we. Our team constantly tests innovation strategies that can help our customers reach their business goals easier and with greater efficiency.

Many of our current features and services, such as sticky banners and Coinzilla Marketplace, were introduced upon requests from our existing clients. That is why we are always open to suggestions regarding improvements and solutions.

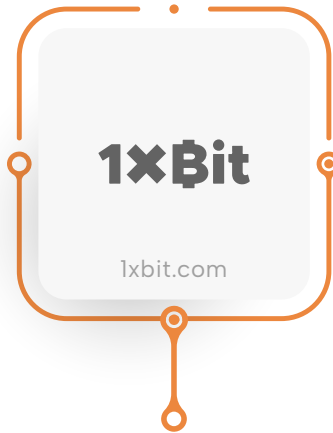


Customers Stories



"We are happy to work with the Coinzilla team, who have always been supportive and responsive. The crypto network always delivers consistent and good results in driving user acquisition and different campaign goals."

Sada Leung
Digital Marketing Manager
@AAX



"Our partnership with Coinzilla has been and still is very fruitful. They helped us reach our targets and show our project to the entire crypto community."

Max
CMO
@1xBit



"Coinzilla is the best crypto advertising network we've worked with so far. They offer great reach amongst their catalog of crypto-related websites, easy to understand user experience, and awesome customer support that is willing to take the extra mile to make their customers happy."

Lyubcho Kostadinov
CMO
@Nexo

Customers Stories



With a great experience and guidance in running advertising campaigns on Coinzilla, Student Coin was able to reach a huge number of investors around the world. Hitting the top 300 largest cryptocurrencies in terms of market cap in just a dozen months since its establishment.

Daniel
CMO
StudentCoin



After trying several providers in the field of promotion, we became aware of Coinzilla through a recommendation. The wide range of services appealed to us, and we started a small campaign for testing purposes. It quickly became clear that we have arrived at the right provider in terms of advertising. But what finally convinced us was the mixture of all services from one source and outstanding service. Our Account Manager supported us every step of the way and not only implemented our wishes, but also helped us optimize our campaigns and achieve the greatest impact. Always available, friendly, fast and helpful. The exceptional service was ultimately the deciding factor and Coinzilla became our main partner in online marketing.

Fagan K
CEO
avoteio.io



We are thrilled to work with a company like Coinzilla. Our business is just taking off, and we have many clients interested in paid marketing. Coinzilla is a trusted partner for us, and we can confidently recommend our clients to start using the services they provide. We hope to have long-lasting cooperation with Coinzilla through our clients.

Sarolta G.
Marketing Manager
CryptoAds Agency

Wall Of Fame



Advertisers



Publishers

