



NIMBUS PROTOCOL - AWARENESS SPRINT

NIMBUS PROTOCOL · GOAL: AWARENESS

KPIS

Tracked link clicks across all channels / 1,200+ target **1,486**

New X followers / +800 target **+912**

Discord members / +300 target **+274**

Verified conversions (wallet connects) / 150+ target **163**

ATTRIBUTION

X thread 812 clicks · **94 conv**

Community 401 clicks · **52 conv**

Creators 273 clicks · **17 conv**

HIGHLIGHTS

- 1,486 tracked clicks across 3 attribution links, beating the day-7 target by roughly 24%.
- 163 verified wallet-connect conversions logged with evidence, ahead of the 150+ target.
- Plan north star was sustained organic engagement, not one-off spikes - week 1 held steady day over day rather than spiking once and fading.

NEXT CYCLE

- Double down on the X thread channel, which converted at roughly 11.6% versus 13% for Community and 6% for Creators - test whether Creators posts need a stronger call to action.
- Retire the lowest-performing individual creator link and reallocate that budget to the KOL with the highest reply-to-click ratio.