

A stylized world map in a lighter shade of blue is centered in the background. The map shows the continents of North America, South America, Europe, Africa, and Asia. The background is a solid dark blue with decorative white dashed lines curving across the top and bottom. There are also a few small white circles scattered in the corners.

The Crypto App

2023 Q3 Review & Q4 Focus

Q3 Deliveries



Marketing & BizDev

- Launched the Lucky Wheel promotion with KuCoin, featuring full social media support.
- Collaboration with Coinbase for BASE Integration.
- Launched Q3 survey with impactful and heartwarming results.
- Affiliate business model design.
- Negotiated discounts and co-marketing deals with 25+ companies for the benefits and giveaways section.



Product/UX Design

- Launched *AI Alpha*, the weekly AI News & Token summary newsletter.
- Launched the ETH gas price widget in the market analysis section on iOS and Android.
- Pro / Pro+ received new Messari category tags and streamlined access to TradingView.
- Designed a new UI kit and components for the redesign and created a new UX/UI for Coin List, Token Detail, and Alerts screens.



Backend Development

- Integrated AppsFlyer SDK for tracking affiliate referrals.
- Set up the infrastructure to automate giveaway entries.
- Implemented endpoints for the new benefits and giveaway page.

Q4 Focus

User Testing

Conduct five stages of user testing for new TCA designs.

Team Finance Integration

Integrate the TCA marketing offering into Team.Finance (incl. new landing page)

AI Summaries

Introduce AI-generated summaries for various topics.

FAQ

Create FAQ section within the app to resolve common queries.

Loyalty Rewards

Create a concept for a loyalty reward points system.

Black Friday

Develop and execute giveaway campaign for Black Friday.

Q4 Focus

YouTube

Launch TCA YouTube channel for increased visibility, brand awareness and community building.

Ranking Sites

Secure placement in minimum of 3 high ranking comparison site crypto media properties.

Benefits Page

Launch new partnership and benefits page on iOS and Android.

Pro & Pro+

Enhancements: Finalise landing pages and ITB enhancements.

Redesign

Incorporate users' feedback on new redesign, complete new app designs, as well as the Launchpad Dashboard integration designs.

Languages

Go live with the Korean language.



Thank you
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