

#### CASE STUDY:

HOW PAYBITOPRO BOOSTED BLOCKRANGER'S GROWTH IN DENVER WITH STRATEGIC MARKETING

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## CLIENT OVERVIEW

Denver, Colorado, has emerged as a vibrant hub for cryptocurrency and blockchain innovation. With a growing interest in digital assets, local exchanges have a unique opportunity to tap into a rapidly expanding market. BlockRanger, a Denver-based crypto exchange, sought to establish itself as a leading trading platform in the region. However, despite offering competitive trading services, the exchange struggled with local visibility and customer acquisition.

To address these challenges, BlockRanger partnered with PayBitoPro, a global

leader in crypto exchange solutions and marketing. PayBitoPro's expertise in strategic marketing-both online and offline-helped BlockRanger scale its operations and establish a strong presence in the Denver crypto ecosystem.





#### CHALLENGES FACED BY BLOCKRANGER



Low Local Awareness



**High Competition** 



Customer Acquisition & Retention



Limited Engagement with Local Crypto Communities

#### ON-LINE

Localized SEO & Content

Marketing

Paid Advertising & PPC
Campaigns

#### MARKETING

Social Media & Community
Building

Referral & Affiliate Marketing

### OFF-LINE

Sponsoring & Hosting Local Crypto Events

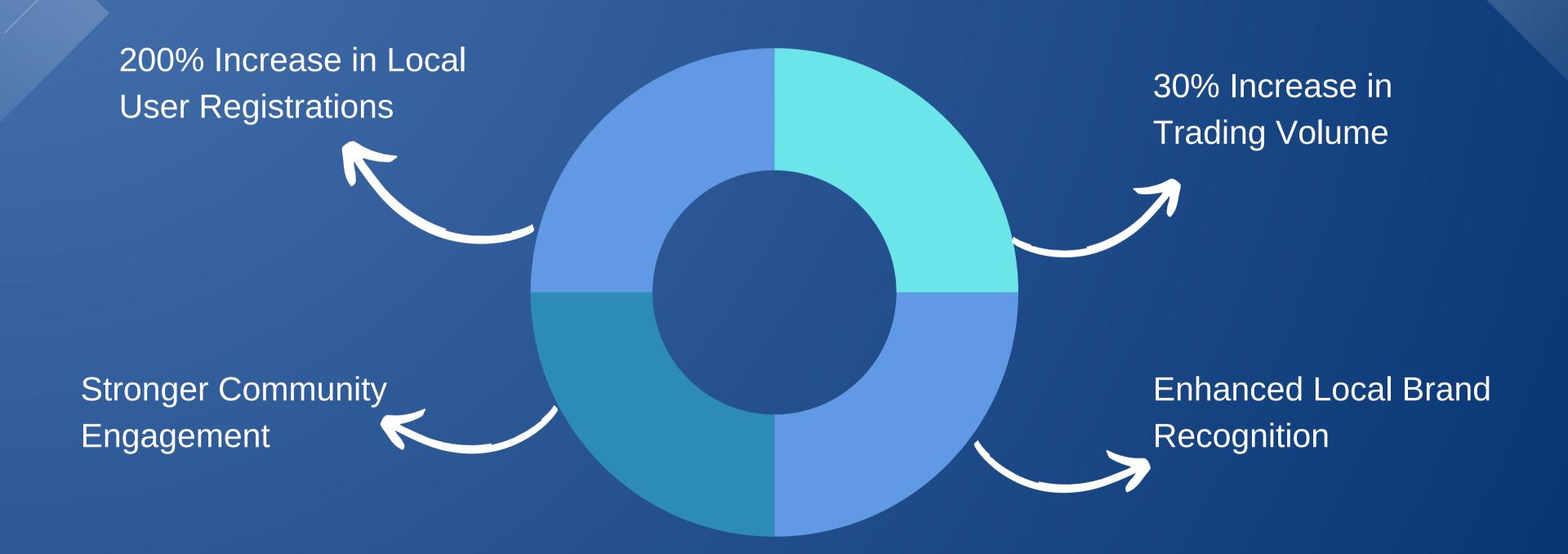
Strategic Partnerships with Local Businesses

#### MARKETING

Out-of-Home (OOH)
Advertising

Engagement with University Blockchain Clubs

# RESULTS & BUSINESS IMPACT





"Partnering with PayBitoPro was the best decision for BlockRanger. Their strategic marketing approach, tailored specifically for the Denver region, helped us gain massive visibility and significantly grow our user base. The combination of online and offline marketing techniques made a real difference. We are now a recognized name in the Denver crypto space, and we couldn't have achieved this without PayBitoPro's expertise."

- John Reynolds, CEO of BlockRanger

### OUR TEAM









RAJ CHOWDHURY

CEO

SUBRATA SARKER

> Brand Manager

ABHISEK ROY

> Marketing Manager

ARUNAVA DAS

> Content Manager

