



PayBitoPro

**CASE STUDY: HOW PAYBITOPRO
BOOSTED COINSY'S GROWTH IN
NAIROBI WITH STRATEGIC MARKETING**

Created By : PayBitoPro Marketing Team



CLIENT OVERVIEW

Coinsy, a Nairobi-based cryptocurrency exchange, sought to expand its local presence and attract a broader user base. Despite the growing interest in digital assets within Kenya, Coinsy faced challenges in brand visibility, customer acquisition, and regulatory navigation.

By partnering with PayBitoPro, Coinsy leveraged strategic online and offline marketing solutions tailored to the Nairobi region, resulting in significant growth and brand recognition.



CHALLENGES FACED



01

Limited Market
Penetration

02

Regulatory
Uncertainty

03

High Competition

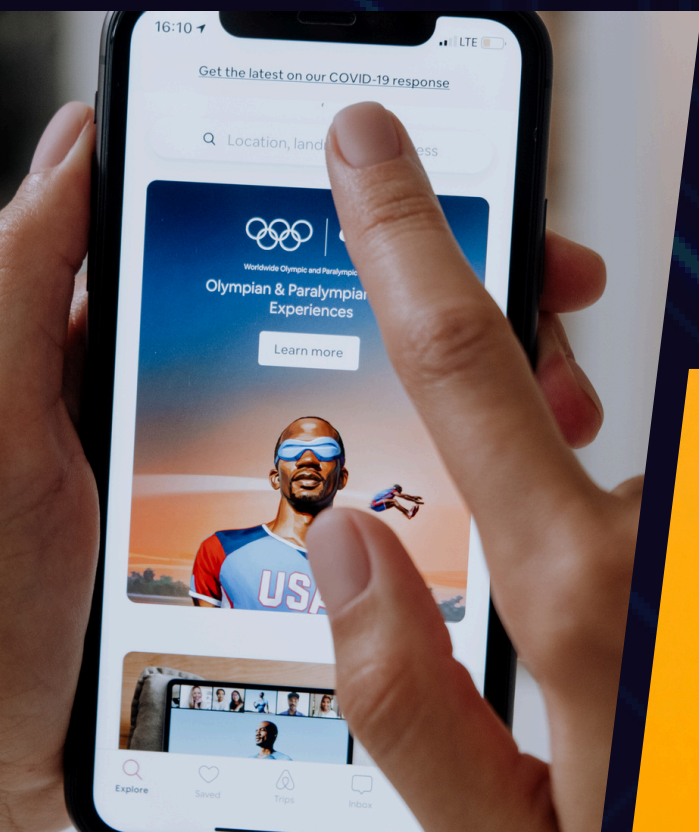
04

User Trust &
Education



ONLINE MARKETING STRATEGIES

Localized Digital Advertising



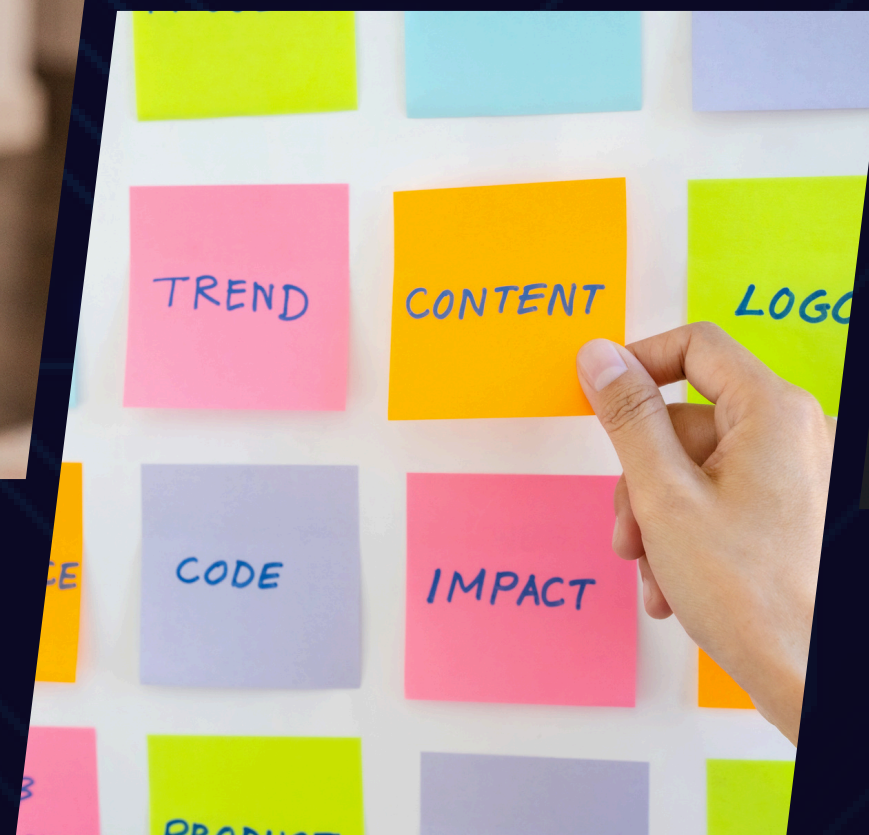
SEO Optimization



Influencer & Affiliate Marketing



Content & Social Media Strategy



Localized Payment Integrations





OFFLINE MARKETING STRATEGIES

Community Engagement & Events



Billboard & Print Advertising



Strategic Partnerships



University & Educational Partnerships



Physical Customer Support Centres





RESULTS

01

Brand Visibility: A 250% increase in website traffic within six months.

02

User Growth: 150% rise in new account sign-ups.

03

Engagement: 80% increase in social media interactions and community participation.

04

Revenue Boost: 2.5x increase in trading volume, attributed to enhanced marketing efforts.





CLIENT TESTIMONIAL

“Partnering with PayBitoPro was a game-changer for Coinsy. Their deep understanding of the Nairobi market helped us break through barriers and establish a strong presence in the crypto community. Their strategic marketing approach, from digital outreach to on-the-ground engagement, played a crucial role in our growth. We now stand as a trusted name in Kenya’s crypto industry.”

- Samuel Otieno, CEO, Coinsy

MEET OUR TEAM



Raj Chowdhury
CEO



Subrata Sarker
Brand Manager



Abhisek Roy
Marketing Manager



Aunava Das
Content Manager



PayBitoPro

THANK YOU

