

# Case Study: How PayBitoPro Helped Exness Expand Its Crypto Exchange Presence in London

By PayBitoPro Marketing Team



# Client Overview

Exness, a London-based crypto exchange, sought to expand its market reach, increase brand visibility, and acquire new users in the competitive UK crypto trading landscape. To achieve this, Exness partnered with PayBitoPro as their strategic marketing partner. Leveraging a mix of online and offline marketing strategies, PayBitoPro successfully helped Exness establish a strong foothold in London's crypto ecosystem.

# Challenges Faced

High Market Competition

Regulatory Awareness

Customer Acquisition & Retention

Localized Engagement



# Strategic Marketing Solutions by PayBitoPro

## Online Marketing Strategies

**SEO & CONTENT  
MARKETING**

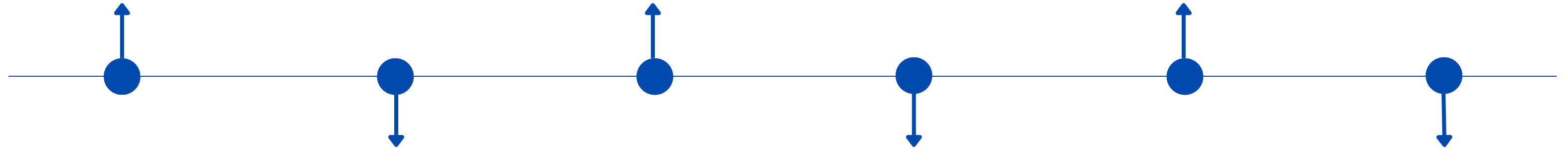
**INFLUENCER  
COLLABORATIONS**

**SOCIAL MEDIA PPC  
ADS**

**SOCIAL MEDIA  
CAMPAIGNS**

**GOOGLE ADS &  
DISPLAY NETWORK**

**YOUTUBE ADS &  
VIDEO MARKETING**



# Offline Marketing Strategies

**LOCAL MEETUPS &  
NETWORKING  
EVENTS**

**UNIVERSITY  
COLLABORATIONS**

**INSTITUTIONAL  
TRADING  
SOLUTIONS**

**CRYPTO  
CONFERENCES &  
SPONSORSHIPS**

**BROKER  
PARTNERSHIPS**

**REGULATORY &  
COMPLIANCE  
MARKETING**



# Results & Impact



40% Increase in London-Based User Registrations



30% Boost in Brand Engagement



Expansion of Institutional Partnerships



Enhanced Local Presence



# Client Testimonial

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“Working with PayBitoPro was one of the best strategic decisions we made for our London operations. Their expertise in crypto marketing and deep understanding of the UK market helped us connect with traders, investors, and institutions like never before. From targeted digital ads to in-person networking events, every campaign was data-driven and effective. We’ve seen a massive increase in engagement and new user registrations, and we look forward to continued success with PayBitoPro.”

- Richard Caldwell, Regional Head, Exness UK



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# Our Team



**RAJ CHOWDHURY**

CEO



**SUBRATA SARKER**

Brand Manager



**ABHISEK ROY**

Marketing Manager



**ARUNAVA DAS**

Content Manager





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*Thank You.*

