



Case Study:
**How PayBitoPro Helped
Lakeshore Ledger Dominate
Chicago's Crypto Market**

By: PayBitoPro Marketing Team





Client Overview

Lakeshore Ledger is a Chicago-based cryptocurrency exchange committed to providing secure, fast, and regulation-compliant digital asset trading. With a vision to bridge the gap between traditional finance and crypto, the exchange aimed to establish a strong presence in the highly competitive Chicago market.

However, despite being strategically located in one of the world's top financial hubs, Lakeshore Ledger struggled to gain market traction, attract institutional players, and differentiate itself from global competitors.

To overcome these hurdles, Lakeshore Ledger partnered with PayBitoPro as their strategic marketing partner to implement a targeted, data-driven approach for local market growths.

Market Challenges in Chicago

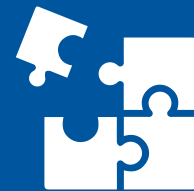
Chicago, home to one of the world's largest financial ecosystems, offers significant opportunities for cryptocurrency exchanges. However, Lakeshore Ledger faced key challenges:

Challenge 01



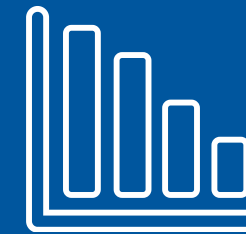
Regulatory &
Compliance
Hurdles

Challenge 02



Competitive
Landscape &
Institutional
Hesitation

Challenge 03



Low Retail
Adoption &
Awareness



PayBitoPro's Strategic Marketing Approach



Compliance-Driven Branding & SEO
Optimization



Institutional Outreach & B2B Lead
Generation



Retail Growth Through Digital & Social
Media Marketing

STATISTICS

Key Results & Business Impact

The strategic partnership with PayBitoPro led to rapid growth and market penetration for Lakeshore Ledger:

35%

Retail traders (individual users) increased by 35%, from 5,500 to 7,425

166%

Increase in Institutional Clients Sign-Up

50%

More people were checking out the website

60%

Increase in Social Media Engagement

3

Moved to the Top 3 in Google search results

48%

Trading volume increased to \$22.2 million per month (a 48% boost!)

CLIENT TESTIMONIAL

“Working with PayBitoPro transformed our presence in the Chicago market. Their compliance-driven approach, combined with hyper-local digital marketing strategies, allowed us to compete with global exchanges while establishing trust within the financial community. Their ability to engage institutions, retail traders, and influencers helped Lakeshore Ledger scale rapidly. We now rank as one of the top exchanges in the region, and our user base has expanded significantly. If you’re looking for a strategic marketing partner in crypto, PayBitoPro is the best choice.”

– Mark Anderson, CEO, Lakeshore Ledger

Our Team



Raj Chowdhury
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Brand Manager



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Marketing Manger



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PayBitoPro

THANK YOU!

