

PX 591

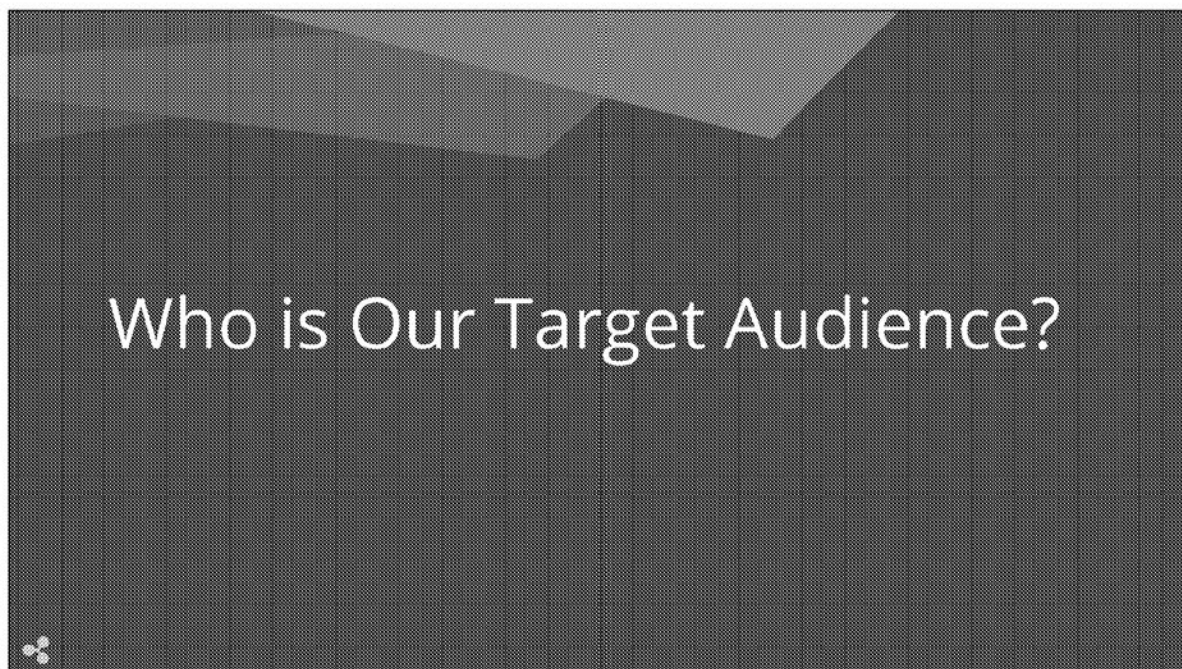


Ripple.com Goals

1. Generate qualified leads for sales.
2. Attract world-class talent.
3. Build Ripple's reputation as an industry leader.



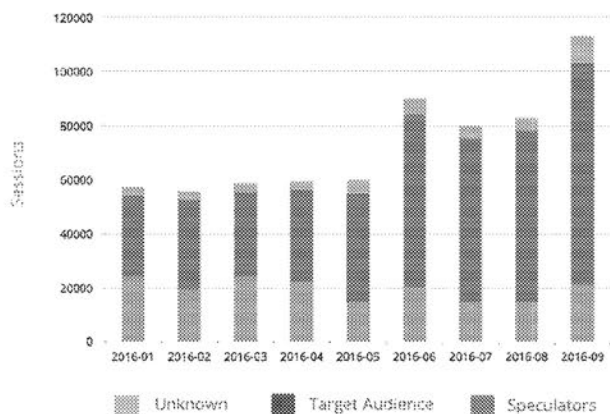




Ripple.com Target Audiences

1. Leads for Sales: Financial institutions, channel partners, liquidity providers.
2. World-Class Talent: Prospective employees & interns.
3. Reputation: Banking, fintech, blockchain industry.

Record-Breaking Traffic from Major News Announcements

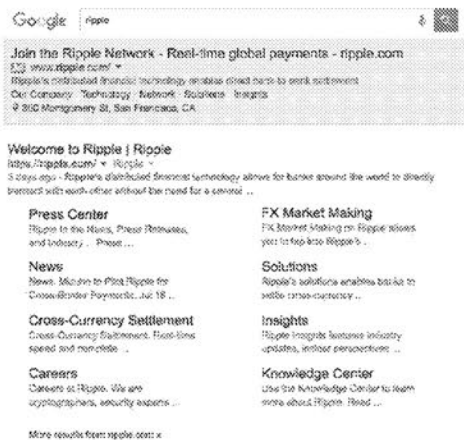


September was a record-setting month for Ripple.com. Major news announcements (Series B, customer adoption and GPSG) drove a traffic increase of 43%.

This led to a 34% increase in qualified leads for sales, and a 38% increase in overall pageviews.



Engaging Our Target Audience: Google AdWords



Google AdWords helps drive traffic to Ripple.com. The goal is to catch potential clients in the moment as they search for relevant Ripple terms. Ad reach was expanded from North America to Western Europe, Japan, Singapore & Thailand.

- 92k impressions (20% increase).
- 3.6k clicks (113% increase).
- 26 conversions (18% increase).

Thanks to this significant improvement, AdWords now contributes to 3.6% of all user sessions on Ripple.com.

Top Google AdWord Search Terms:



ripple

ripple blockchain

ripple com

ripple coin

ripple payment

ripple labs

ripple wallet

sibos 2016

ripple fintech

47% better than industry averages, 75% of our ad keywords have a quality ad score* of 6 or above, out of 10, including "ripple payment" which achieved our first 10/10 quality score!

From these conversions, we scheduled 4 new meetings at Sibos [REDACTED]

[REDACTED]



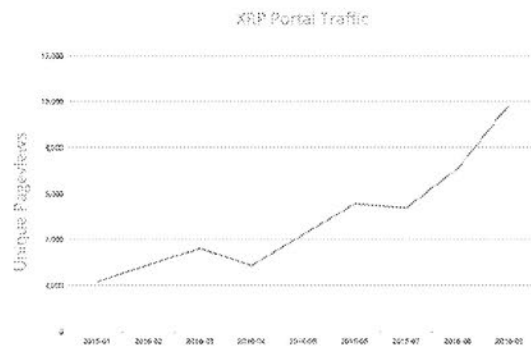
Understanding Our XRP Audience



Ripple.com XRP Portal Goals

1. Drive buyer interest.
2. Position XRP as the best bridge currency.
3. Segment XRP buyer audience from bank audience.

Increased XRP Portal Traffic & Targeted Content



In September, there was a 39% increase in XRP Portal traffic.

We introduced a 'How to Buy XRP' article, which had over 3000 unique views and a 'XRP vs BTC and ETH' article on the 29th (garnering over 500 views in 2 days!).

We are successfully driving potential XRP buyers to the XRP Portal, aligning with our company objective of making XRP more liquid.




Targeting Our XRP Audience

XRP NEWSLETTER

Sections of 2015

XRP: Ready to Rumble

	BTC	ETH	XRP
Global Reach			
Governance			
Settlement Speed			

FEATURE

XRP vs BTC and ETH for Global Interbank Settlement

We compare the advantages and disadvantages of XRP, Bitcoin and Ether versus these categories: global reach, governance and settlement speed.

[Learn More](#)

We had 188 unique signups in September, a 69% increase since August. Our September XRP newsletter had a 62% open rate and a 35% click-through rate, a 34% increase since August, exceeding both industry averages and our own by 200%.

We beat our Q3 goal of 250 subscribers, with 520 to date.



XRP Contact

Interposed at right angles

75254c 5ae2ed 3d1 10c323

2000 年 12 月 20 日

Now Direct Airfare™

© 2006 Blackwell Publishing Ltd

[New Message](#)

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MONTHLY XRP NEWSLETTER

Sign up for our next webinar

5. *See* 1. *See* 2.

TECHNICAL SUPPORT

 <https://doi.org/10.1007/s00233-020-00993-7>

CONTACT WITH US

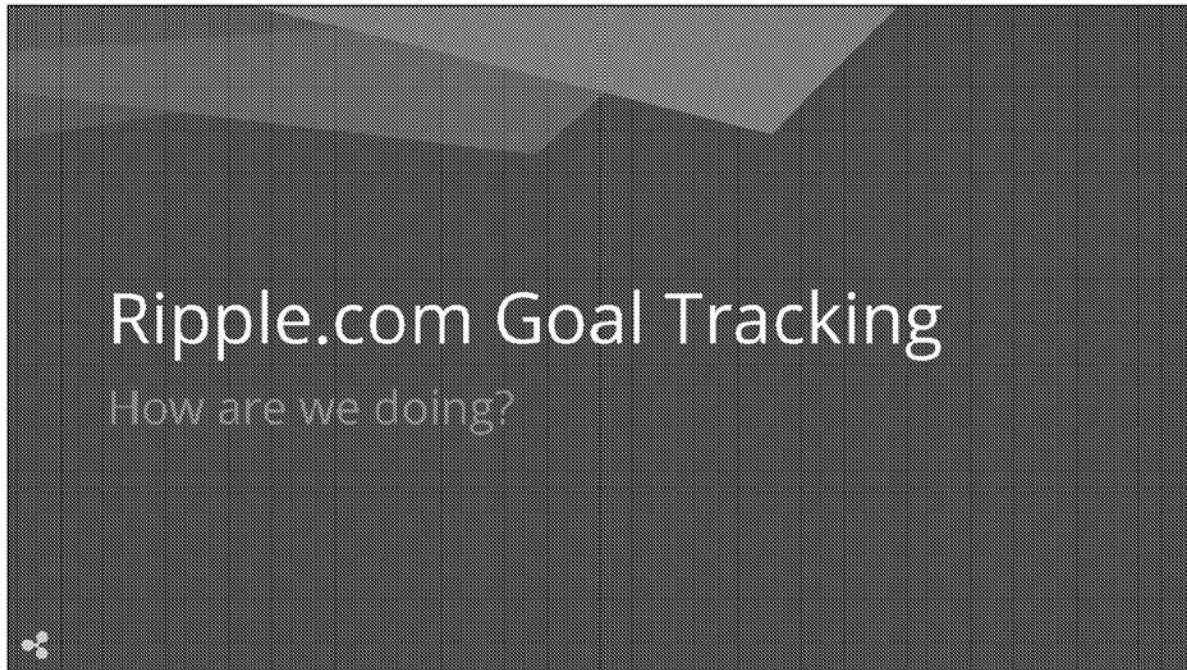
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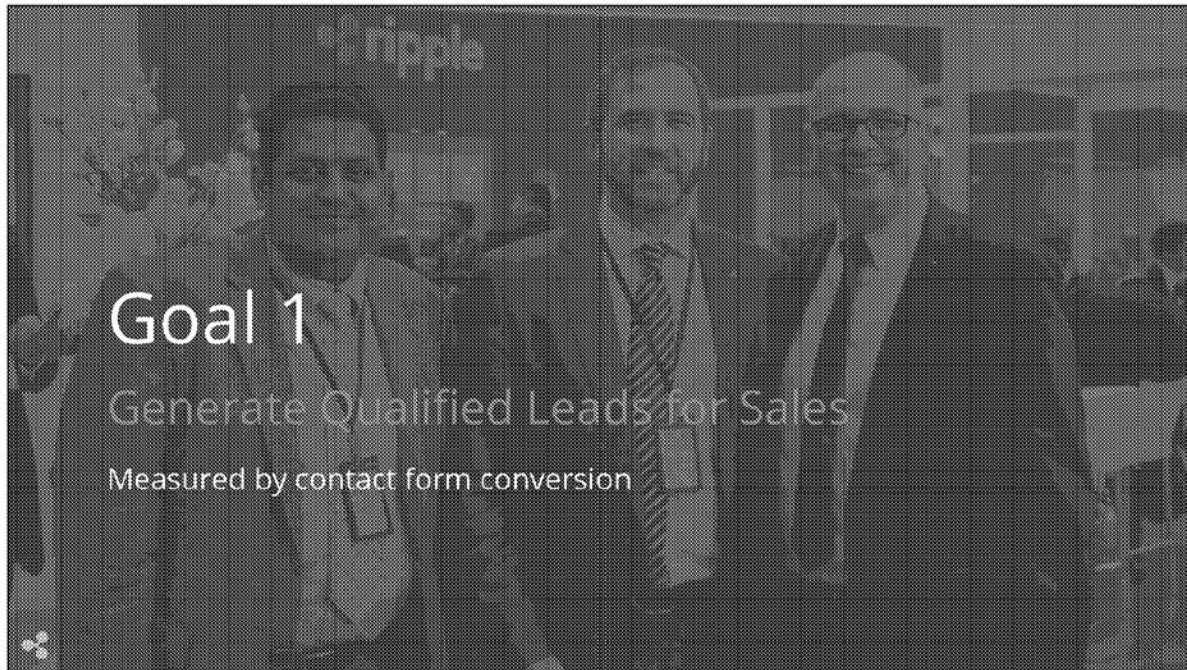
III. Results

4. *Footnote*

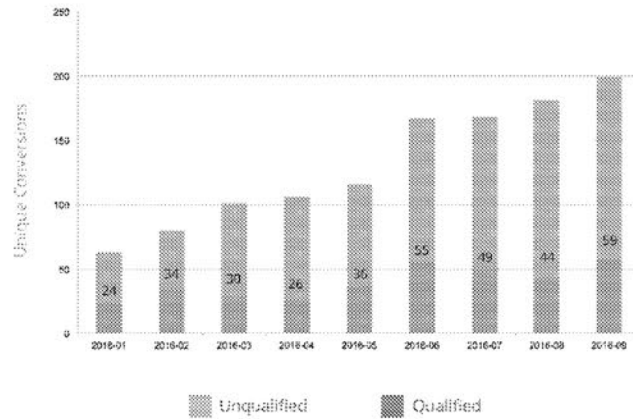
There were 16 XRP contact conversions in September: 1 institutional investor and 15 individuals.

In Q4, we are going to run specific XRP AdWord campaigns and will continue to create high-quality relevant content in order to increase XRP liquidity and attract our targeted audience.





Record-Breaking Conversions & Qualified Leads



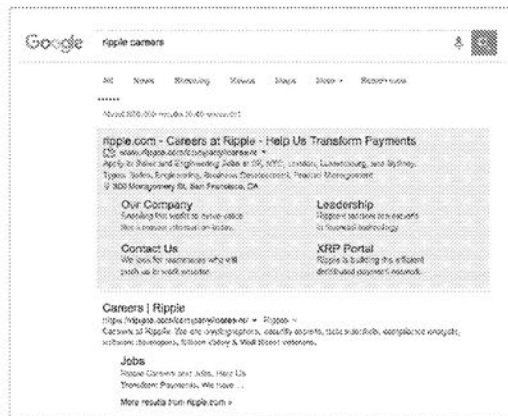
Google AdWords drove 13% of contact conversions this month, resulting in a 34% increase in contact page traffic and a 10% increase in total contact conversions.

A record-breaking 59 qualified leads in September, which is a 34% increase since August and a 28% improvement since Q2.



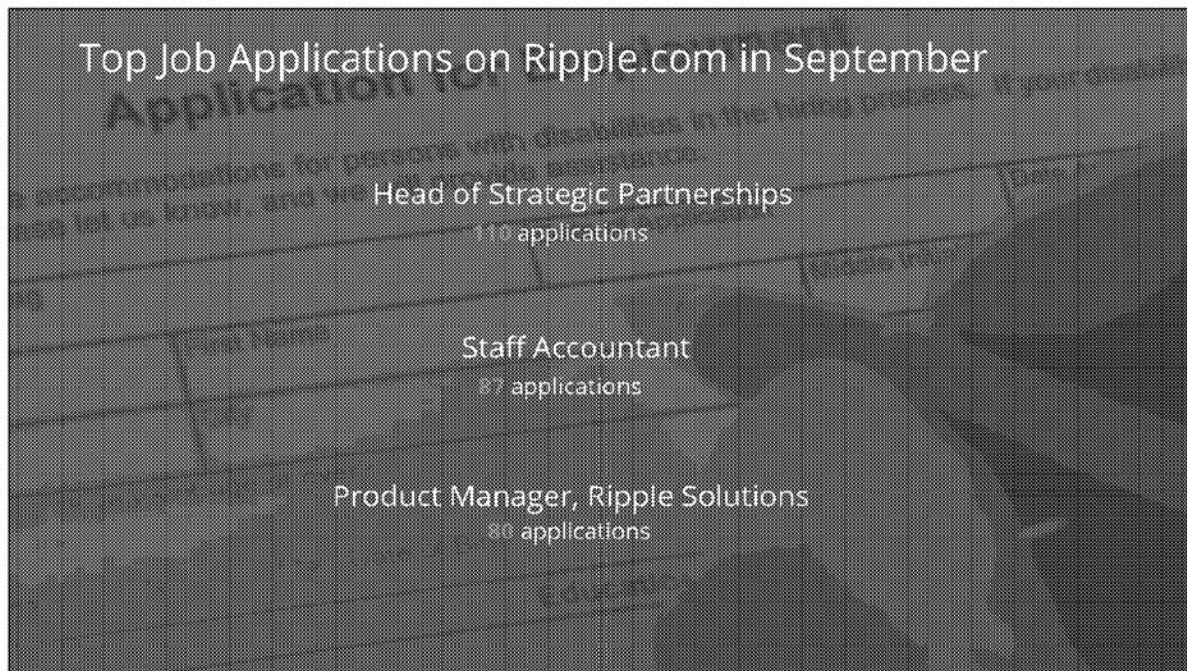


Introducing Career-Specific AdWord Campaigns

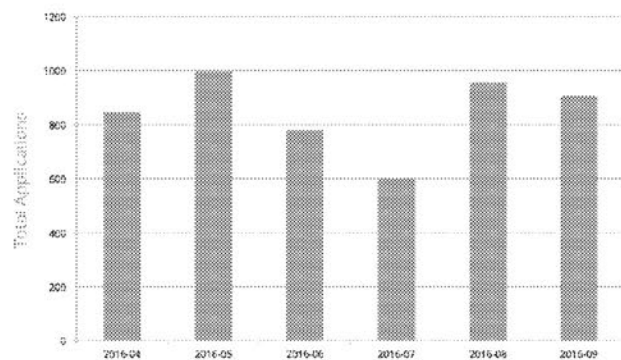


In September, we launched a targeted careers AdWord campaign in order to attract world-class talent.

Google searches and applications saw a huge spike from our Series B announcement (over 30 applicants on September 15th, a single day record by over 300%).



Decreased Total Applicants, Increased Accepted Offers

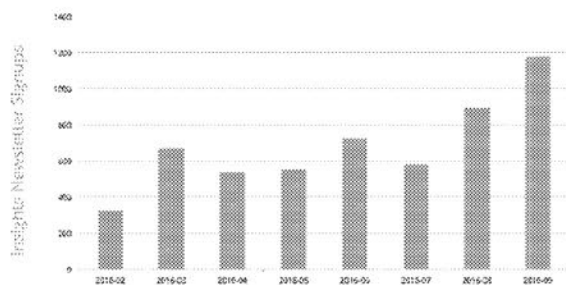


Although there was a slight decrease in total applicants, there was a 20% increase in accepted offers in September. In addition, we saw a 6.5% increase in applicants applying directly on Ripple.com compared to August.





Record-Breaking Insights Newsletter Signup



We had a record-breaking 1175 unique signups for the Ripple Insights newsletter in September, a 30% increase since August. (5,307 total since February launch). 90% of these users are active daily on Insights.

Email open rates average 36%, this is over 40% better than industry averages and a 30% increase since Q2 averages. We are continuing to demonstrate thought leadership, retain active users and garner new readership.



Increased Social Audience Growth in Q3

September was a record-breaking month for social referral traffic to ripple.com. Average audience growth across all social channels for Q3 is 27%.

The combined effects of funding news, customer milestone, GPSG, and Sibos resulted in over 18k tweets tagging Ripple. September was also the best month **ever** for @Ripple retweets, at 1.6k. Additionally, we had 8.5k clicks to ripple.com from our tweeted links, and 1.5k clicks from our LinkedIn content.

Ripple on Facebook increased its audience size by 30% this quarter. This is notable and potentially useful because of the platform's penetration in markets where Twitter and LinkedIn are less popular: APAC countries and the Middle East.



Record-Breaking Insights Traffic

4,158 pageviews

Several Global Banks Join Ripple's Growing Network

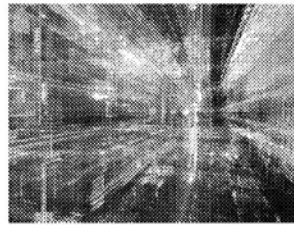
Aug 11, 2018 | 12:00 PM EDT



4,034 pageviews

Ripple Raises \$55 Million in Series B Funding

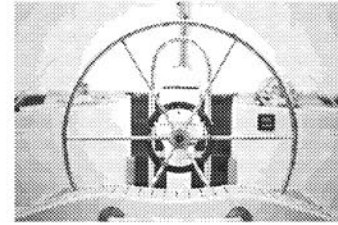
Sept 11, 2018 | 10:00 AM EDT



3,675 pageviews

Announcing Ripple's Global Payments Steering Group

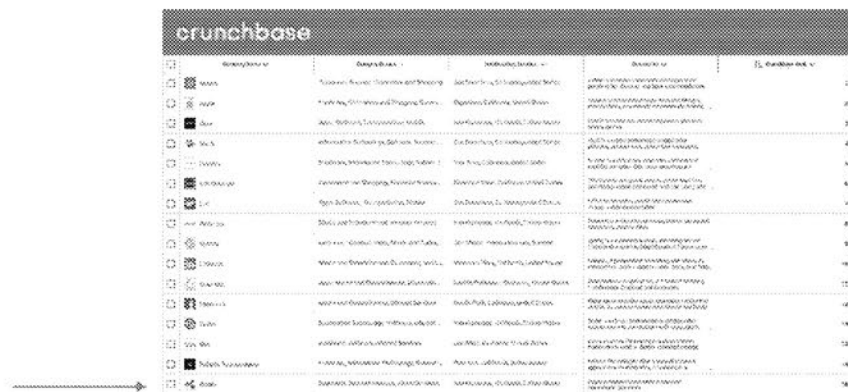
Aug 22, 2018 | 1:00 PM EDT



With the combined effects of our biggest-ever news stories: Series B, the expansion of our network of banks, and GPSG headed into Sibos, Ripple broke all previous records this quarter for traffic, engagement, coverage, and share of voice. In Q3, we produced our most popular blogs, newsletters, social posts, and overall content of all time. *Our message is clear, powerful, and we can measure Ripple's reach and influence like never before.*



Increased Visibility Across the Web



crunchbase				
Ranking	Company	Industry	Location	Crunchbase rank
1	Apple	Consumer Electronics	Cupertino, CA, United States	1
2	Microsoft	Software	Redmond, WA, United States	2
3	Amazon	Software	Seattle, WA, United States	3
4	Google	Software	Mountain View, CA, United States	4
5	Facebook	Software	Menlo Park, CA, United States	5
6	Twitter	Software	Palo Alto, CA, United States	6
7	LinkedIn	Software	Sunnyvale, CA, United States	7
8	Slack	Software	San Francisco, CA, United States	8
9	Zoom	Software	San Jose, CA, United States	9
10	Dropbox	Software	San Francisco, CA, United States	10
11	Netflix	Software	Los Gatos, CA, United States	11
12	Spotify	Software	San Francisco, CA, United States	12
13	Uber	Software	San Francisco, CA, United States	13
14	Paycom	Software	San Francisco, CA, United States	14
15	Robinhood	Software	Menlo Park, CA, United States	15
16	Ripple	Software	San Francisco, CA, United States	16

Ripple rose ~50 places on the [Crunchbase ranking of companies](#) following our Series B funding news, passing up Tesla, Dropbox and Netflix to peak at #15. Currently, the company is #16, where it has held for more than a week.

Conclusions & Key Takeaways from September/Q3

Total traffic increased by 43%, resulting in a 34% increase in qualified leads for sales.

AdWords click through rate increased by 113%, contributing to 3.6% of all user sessions on Ripple.com and resulting in 4 new meetings at Sibos.

Google searches and job applications saw a huge spike from our Series B announcement (over 30 applicants on September 15th, a single day record by over 300%).

There was a 39% increase in XRP Portal traffic and we beat our Q3 goal of 250 subscribers, with 520 to date.

A record-breaking month for social referral traffic to ripple.com. Average audience growth across all social channels for Q3 is 27%.

Series B, the expansion of our network of banks, and GPSG, Ripple broke all previous records in Q3 for traffic, engagement, coverage, and share of voice.



Q4 Goals for Ripple.com

Generate qualified leads for sales.

- 150 MQLs through gated content.
- 50 AdWord conversions.
- 10% increase in total conversions (~200/month).

Attract world-class talent.

- Improve company page to include LEGGO values!
- 20 new hires.

Build Ripple's reputation as an industry leader.

- 250,000 total visitors to Ripple.com.
- 10% increase in Insights subscribers (~600/month).
- 6 Insights posts per month, including 1 from an industry thought leader.
- 20% increase XRP Portal traffic.
- 350 new XRP newsletter subscribers.



