

ampli ⚡ × ∞ Multipli

High-Yield Defi Campaign

December, 2024

Introduction

Multiplyfi is a DeFi yield-optimization platform offering market-neutral, yield-bearing positions with 20-30% stablecoin returns.

Before launching its Kaito Leaderboard campaign, Multiplyfi faced three key challenges:

- High commitment barrier due to premium positioning
- Limited pilot budget to test demand (\$20K)
- Difficulty explaining complex DeFi concepts to a retail audience

Ampli5 stepped in with a GTM solution that simplified onboarding and built user trust through a community-first campaign.



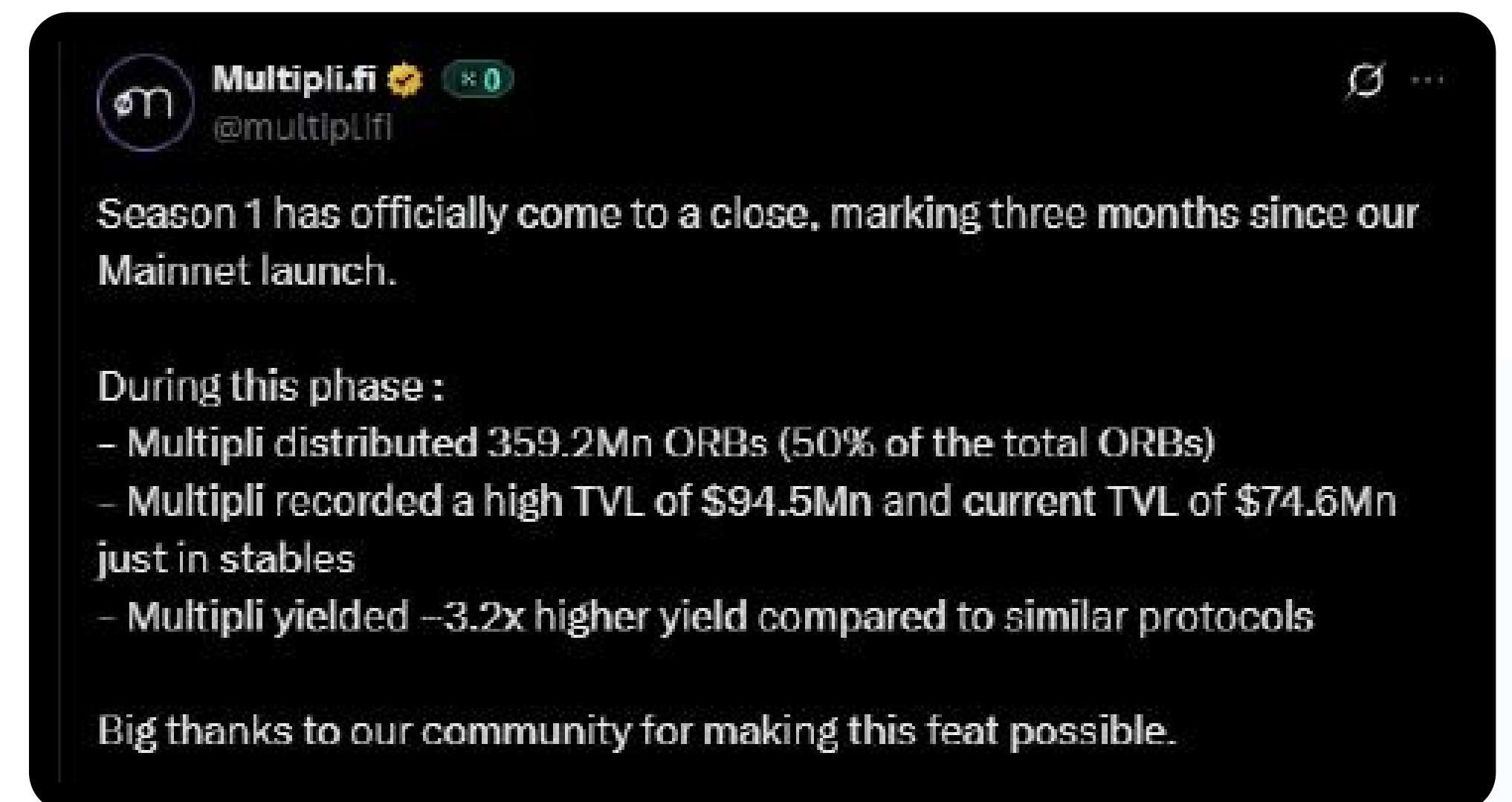
Campaign Details

◆ Campaign Goals

- Validate product demand and yield mechanics
- Simplify user onboarding and education
- Generate USDT deposits
- All within a lean \$20,000 budget

◆ Execution

- Ran a 21-day Twitter (X) campaign (Feb 18 - Mar 10, 2025)
- 50+ people participated in the quest
- Created short UX demos to simplify staking
- Used Kaito quests to gamify participation
- Founder-led content supported campaign credibility



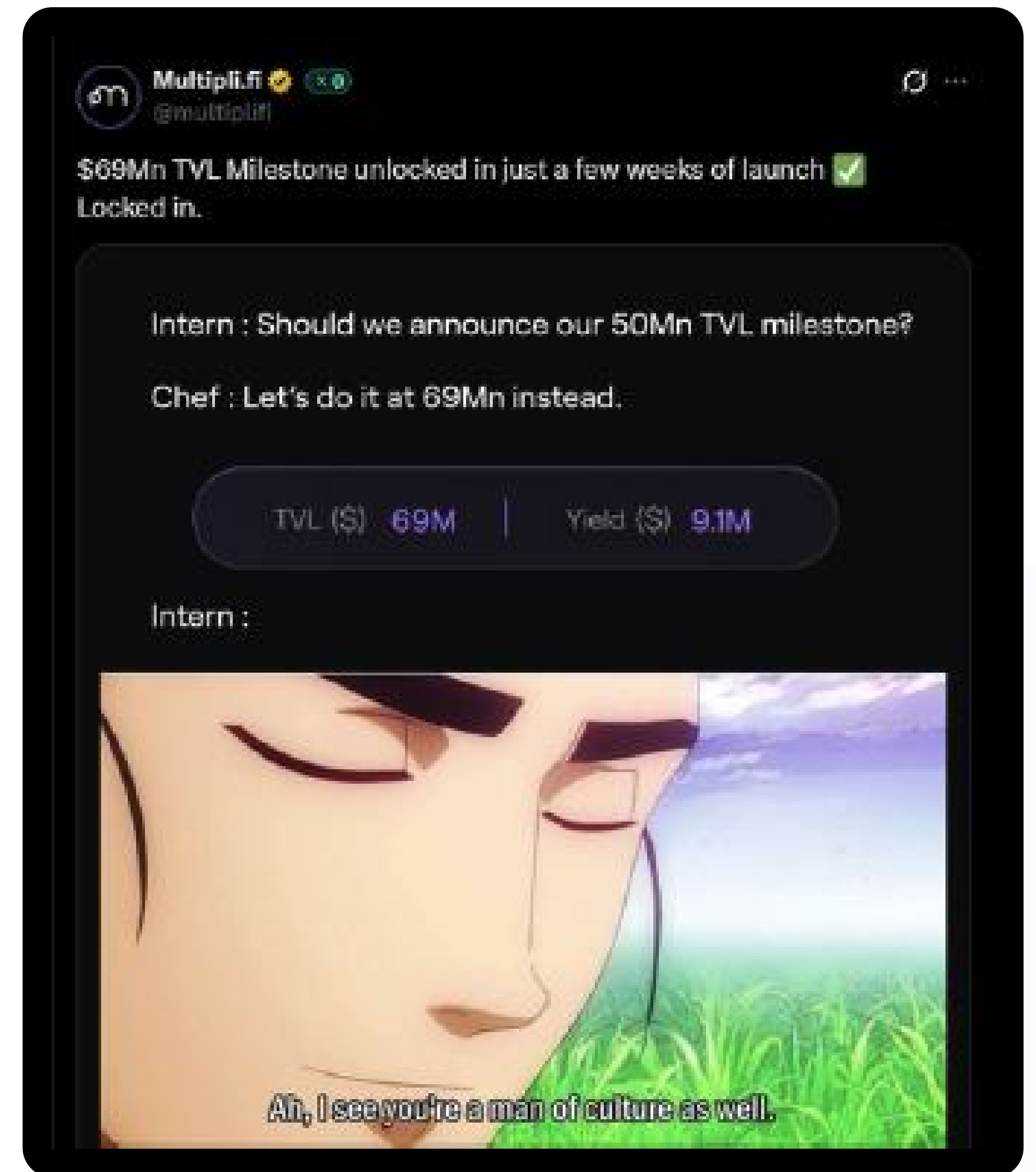
Result & Impact

◆ Outcomes

- Direct TVL generated: \$1M
- ROI 50x on campaign spend
- Helped lift Multipli's mainnet TVL to ~\$100M in 3 months [link](#)
- Sustained leaderboard presence on Kaito for 6+ months

◆ Key Metrics

- Total impressions: 236,780
- Total engagements: 12,592
- Engagement rate: 5.32% (well above DeFi norms)
- Strong feedback from KOLs and sticky user growth



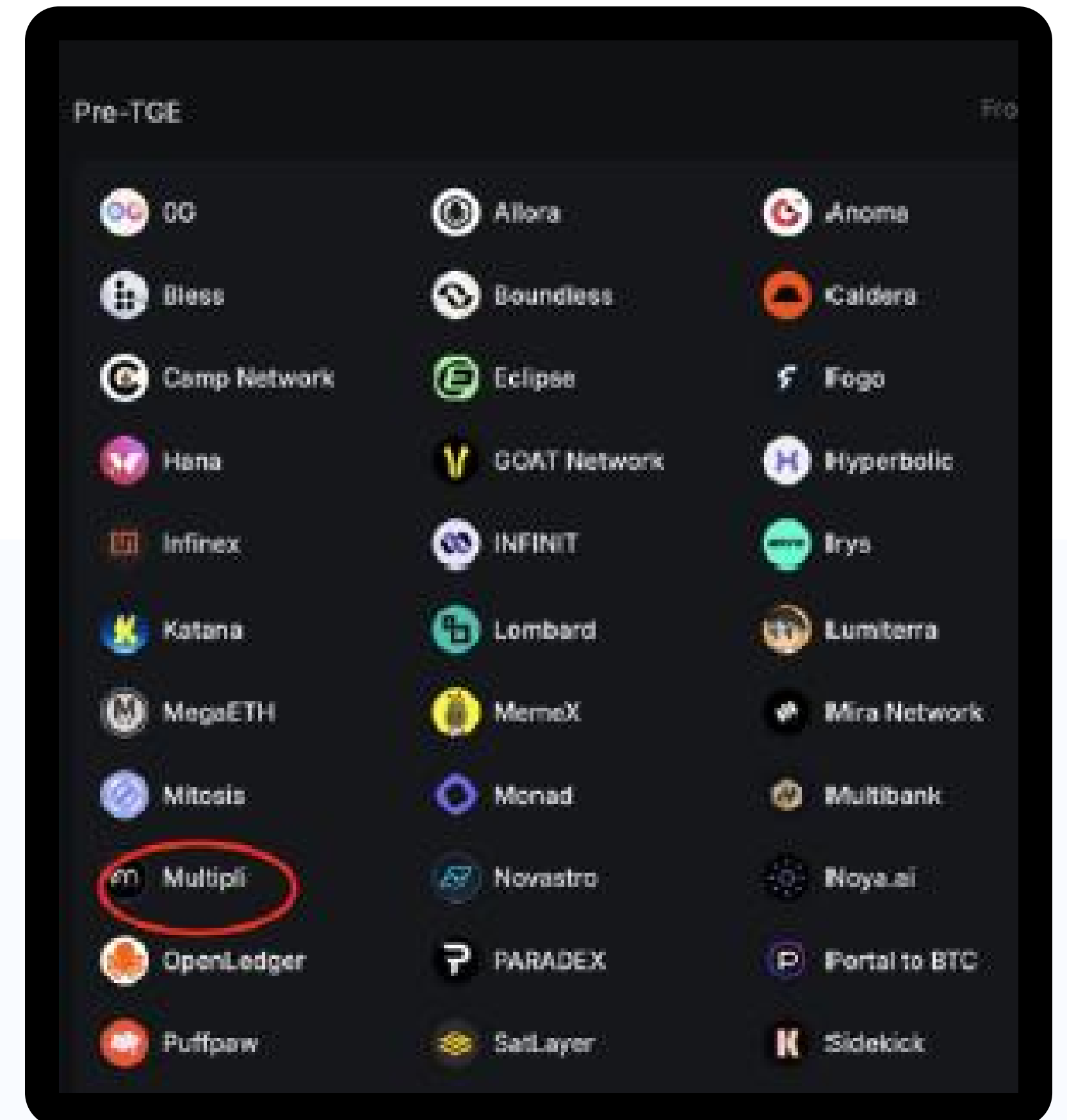
Competitive Analysis

◆ Comparison with Zealy & Galxe

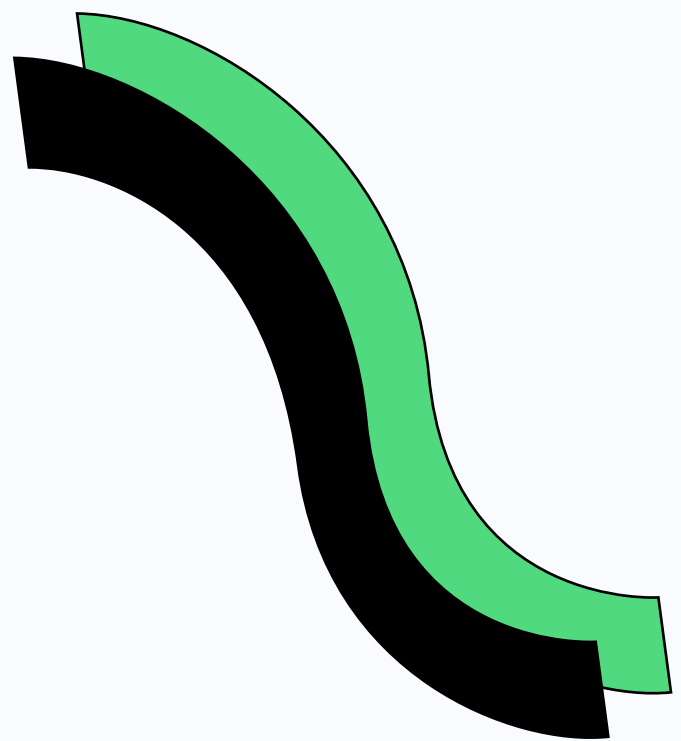
Ampli5 outperformed traditional quest platforms in multiple areas.
Multipli still continues to be in the Kaito leaderboard

◆ Cost effectiveness

- Delivered 50x ROI with just \$20K spend
- Efficient use of KOL-led content and organic reach



Conclusion & Next Steps



◆ Summary

Ampli5's campaign helped Multiplyfi overcome trust and education barriers, driving impressive user engagement and TVL growth with a small budget.

◆ Next steps

- Double down on KOL activations and community quests
- Extend gamified UX into advanced product features
- Scale future campaigns with similar lean execution models

◆ Call to action

For any DeFi project aiming for high-impact, cost-effective user acquisition - Ampli5 is the platform to go with.