Launching a Successful Lead Gen Strategy for *Interchain's Annual Hackathon Event*

SINGLE GRAIN & ISC

The Challenge

Single Grain was tasked with driving participant entries for Interchain's limited time blockchain hackathon using targeted paid ads.

Our initial challenge was to build awareness and spark interest within a niche audience of skilled web3 developers and blockchain enthusiasts, within a short timeframe.

The campaign required a strategic approach to engage this audience effectively while meeting Interchain's timeline and participation goals.
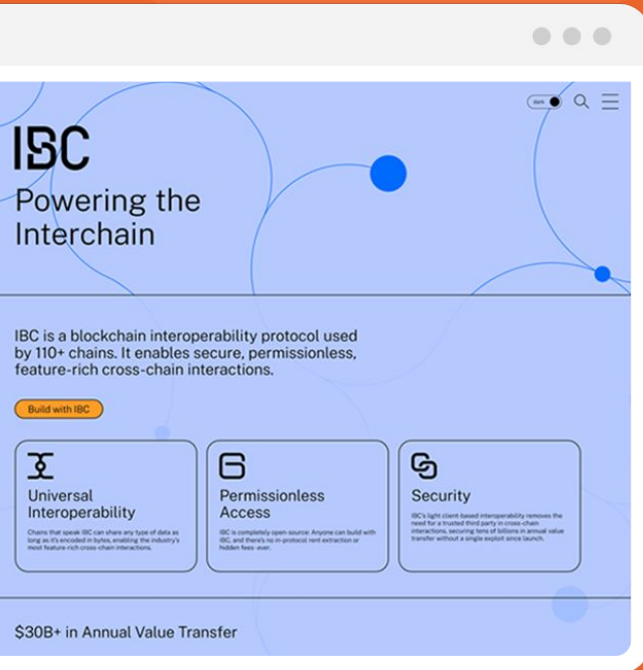
Our Goal

Engage a Niche Audience and Drive Participation Within a Tight Timeline
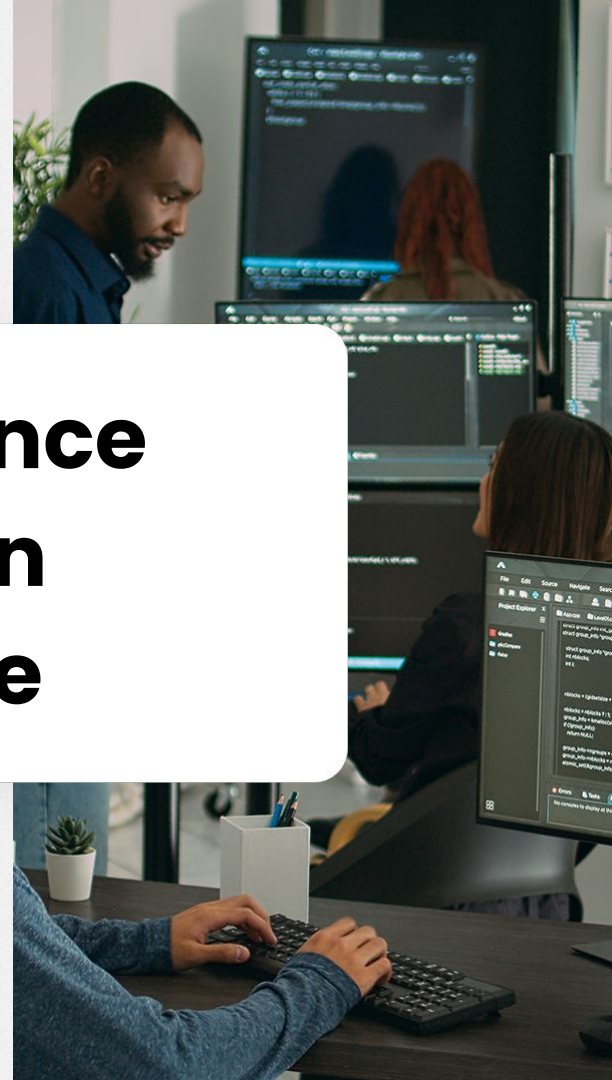
The High-Level Strategy

Launch Targeted Campaigns

- Reach developers and blockchain specialists where they like to spend their time and where they have high intent searches.

Build Custom Landing Pages

- To convert leads at the highest possible rate, we planned to build custom pages that complemented ad copy and drove users to convert.

Iterate Heavily on Ad Creative

- Since this campaign was time constrained, we planned to have multiple ad creative iterations ready to go across various formats.

  Doing so allowed for rapid iterative testing that focused ad spend just on high-converting creative that could dominate the campaign.

Implement Conversion Tracking

- Interchain did not previously have conversion tracking set up so we planned to rapidly implement and execute on this

Optimize Continuously

- We planned to optimize on a daily and weekly basis over the course of the contest

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Diving into the strategy...
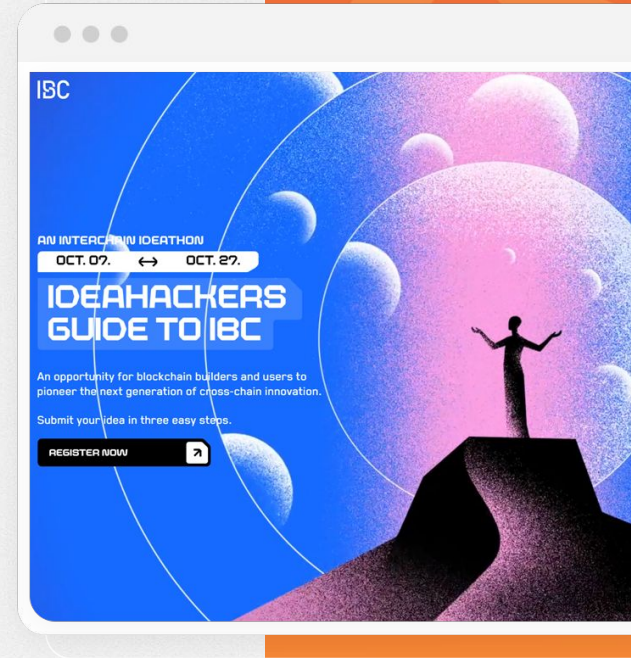
Launching targeted ad campaigns

- ✅ We leveraged lookalike audiences on **X** to engage users with interests aligned to Interchain and similar web3 protocols, ensuring ad visibility among individuals already immersed in blockchain technology.

- ✅ We utilized **LinkedIn**'s professional targeting capabilities to reach verified developers and blockchain specialists within the web3 space, maximizing relevance by focusing on individuals with the right skill set.

- ✅ We built a **Google Search** campaign to capture high-intent audiences actively seeking blockchain hackathons, idea funding opportunities, or web3 development roles.

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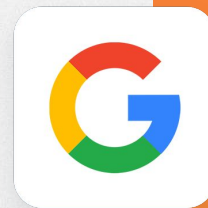
Custom Landing Page Creation

We designed a targeted landing page that complements ad copy to ensure high conversion.

- ☑ This page educated visitors on the contest's value, outlining prize incentives, entry criteria, and relevant timelines.

- ☑ Conversion-focused elements and clear CTAs guided users from learning about the contest to registering.

AN INTERCHAIN IDEATHON
OCT. 07. ↔ OCT. 27.

IDEAHACKERS GUIDE TO IBC

An opportunity for blockchain builders and users to pioneer the next generation of cross-chain innovation.

Submit your idea in three easy steps.

REGISTER NOW ↗

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Highly Iterative Creative Testing

We tested and optimized ad creative variations across multiple formats, iterating on image and text combinations.

Underperforming variants were quickly adjusted or paused in real-time, allowing high-engagement creatives to dominate the campaign and drive continuous improvement.

V1

V2

V3+

Consistent Optimization

We conducted daily and weekly optimizations over the 5-week contest period, analyzing performance data and adjusting campaign parameters to improve targeting accuracy, boost ad relevance, and increase sign-up rates throughout the event's limited timeframe.

Our strategy was adjusted to prioritize high quality leads over more lead volume - resulting in more idea submissions in the final weeks.

We focus on driving QUALITY leads over quantity which resulted in more actual submissions.

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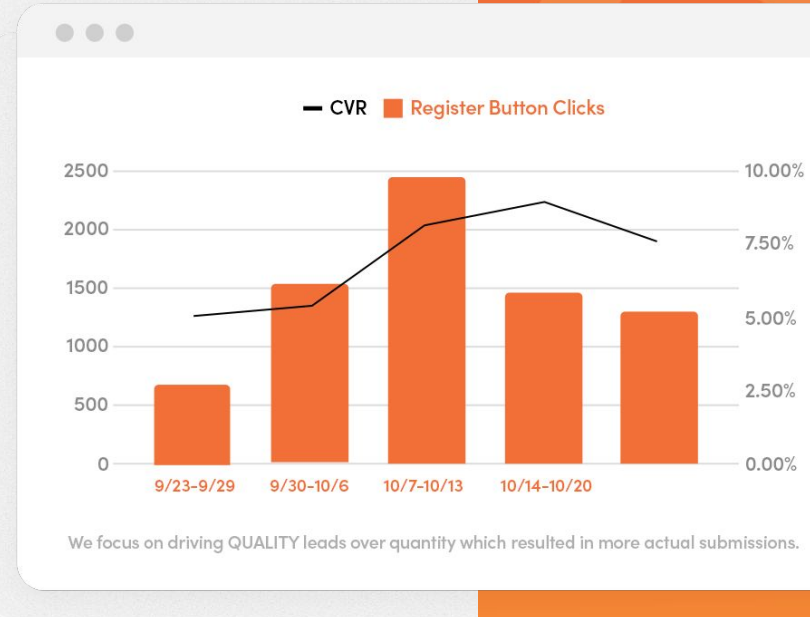
The Results

Our strategy created steady growth that accelerated early success and helped build a sustained interest throughout the contest period.

65M
impressions generated

107K
clicks to contest landing page

7400
registration events recorded

+48%
improvement in CVR over the course of the contest

262%
increase in weekly conversions

319
accepted submissions

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Thank You

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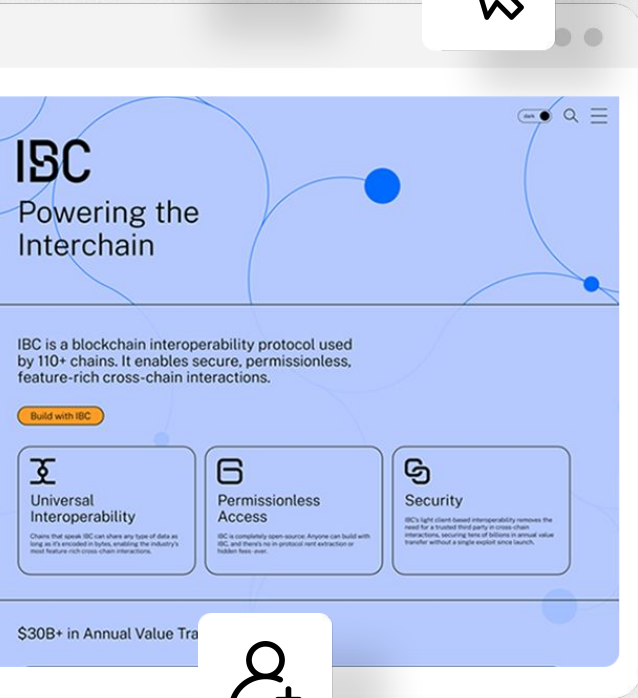If you want to achieve the same results, get in touch with SingleGrain.

SINGLE GRAIN & IBC

Using Targeted Ads to Drive Entries for Interchain's Limited Time Blockchain Hackathon

Single Grain was tasked with driving participant entries for Interchain's limited time blockchain hackathon using targeted paid ads. The campaign required a strategic approach to engage this audience effectively while meeting Interchain's timeline and participation goals.

The campaign leveraged lookalike audiences on X, LinkedIn's professional targeting capabilities, and a Google Search campaign to engage high-intent blockchain enthusiasts. Ad creative variations were tested quickly and optimized in real-time. Tailored landing pages were designed to educate users about the contest, supported by conversion tracking for actionable insights. Optimization was conducted daily and weekly over the 5-week period, refining targeting, improving relevance, and boosting sign-ups.

IBC
Powering the Interchain

IBC is a blockchain interoperability protocol used by 110+ chains. It enables secure, permissionless, feature-rich cross-chain interactions.

Build with IBC

Universal Interoperability
Chains that speak IBC can share any type of data as long as it's encoded in bytes, enabling the industry's most feature rich cross-chain interactions.

Permissionless Access
IBC is completely open-source. Anyone can build with IBC, and there's no in protocol rent extraction or hidden fees ever.

Security
IBC's light client-based interoperability removes the need for a trusted third party in cross-chain interactions, securing tens of billions in annual value transfer without a single exploit since launch.

$30B+ in Annual Value Tra

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