



Nimbus Protocol - Awareness Sprint

Nimbus Protocol | Goal: awareness

KPIs

Metric	Target	Actual
Tracked link clicks across all channels	1,200+	1,486
New X followers	+800	+912
Discord members	+300	+274
Verified conversions (wallet connects)	150+	163

Attribution

Channel	Link	Clicks	Conversions
X thread	/r/nmb7k2	812	94
Community	/r/nmb9x4	401	52
Creators	/r/nmbq81	273	17

Highlights

- 1,486 tracked clicks across 3 attribution links, beating the day-7 target by roughly 24%.
- 163 verified wallet-connect conversions logged with evidence, ahead of the 150+ target.
- Plan north star was sustained organic engagement, not one-off spikes - week 1 held steady day over day rather than spiking once and fading.

Next cycle

- Double down on the X thread channel, which converted at roughly 11.6% versus 13% for Community and 6% for Creators - test whether Creators posts need a stronger call to action.
- Retire the lowest-performing individual creator link and reallocate that budget to the KOL with the highest reply-to-click ratio.