



Event Recap
Cocktail Party Hosted by Common
at Sunset Tower Hotel
6/15

Summary

Tuesday, June 15, 2021, Coin Cloud hosted a star-studded cocktail party at the iconic Sunset Tower Hotel in West Hollywood to celebrate the appointment of Amondo Redmond as Global CMO of Coin Cloud and introduce the “Digital Currency for All” messaging to a room of industry insiders, influencers and executives.

Host for the evening, Common, led attendees in a toast celebrating the promise of a more inclusive financial future through digital currency and encouraging everyone to stay tuned for all the Coin Cloud has coming this year. Media coverage of the evening generated over **524M impressions**.

Total Social Posts Generated:

Talent posts:

Instagram Stories: 64

In feed: 20

Guest Posts:

Instagram Stories: 48

In feed: 7

Total Estimated Social Impressions: 361,805,863

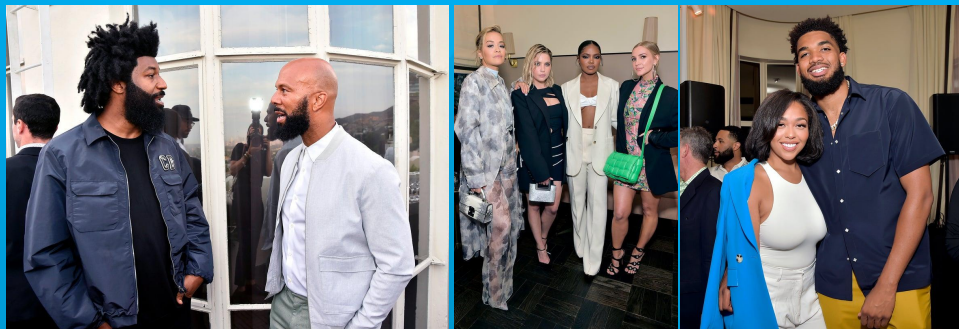
Total Media Impressions Generated: 524,753,160

Top Outlets Included:



Notable Attendees Included:

- Common (host) – Musician, actor
- Ashlee Ross – Musician
- Ashley Benson – Actress
- Booker T– WWE wrestler
- Broderick Hunter – Model
- Chanel Iman - Model
- DJ Ruckus – House DJ
- Evan Ross - Musician
- Georges St-Pierre – MMA fighter
- Heidy de la Rosa – Model
- Inanna Sarkis – Actress
- Jalen Green – NBA rookie
- Jayson Blair - Actor
- Jordyn Woods – Model/Influencer
- Josh Hart – NBA, New Orleans Pelicans
- Karl-Anthony Towns – NBA, Timberwolves
- Klay Thompson – NBA, Golden State Warriors
- Matthew Noszka – Model/Actor
- Rita Ora – Recording artist
- Ronnie Singh (Ronnie 2K) – Player rep, NBA
- Ryan Destiny – Actress/Musician
- Sebastian Lletget – LA Galaxy
- Steve Aoki - DJ





Talent Social Posts



Ashlee Simpson Ross



Ashlee Simpson Ross: Singer/Songwriter

IG Following: 1 M

IG Story: 3

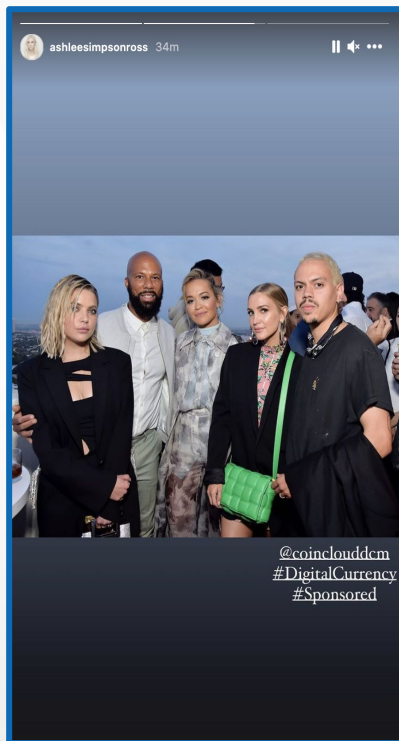
IG Post: 1

Estimated Impressions: 4.1M

Estimated Engagement Rate: 2.35%

Ashlee Simpson Ross

IG Story





Ashley Benson



Ashley Benson: Actress

IG Following: 21.5 M

IG Story: 3

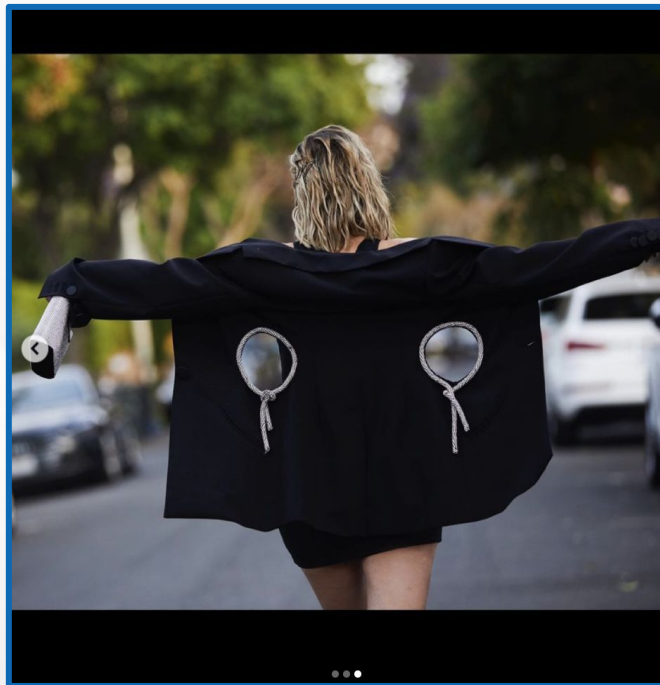
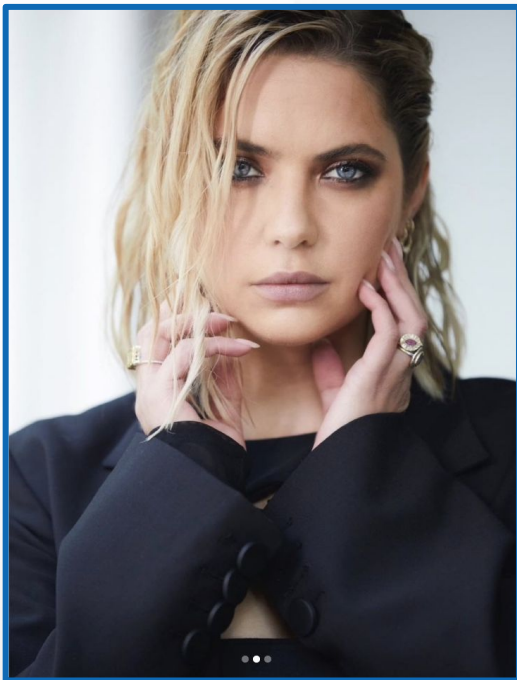
IG Post: 1

Estimated Impressions: 86.3M

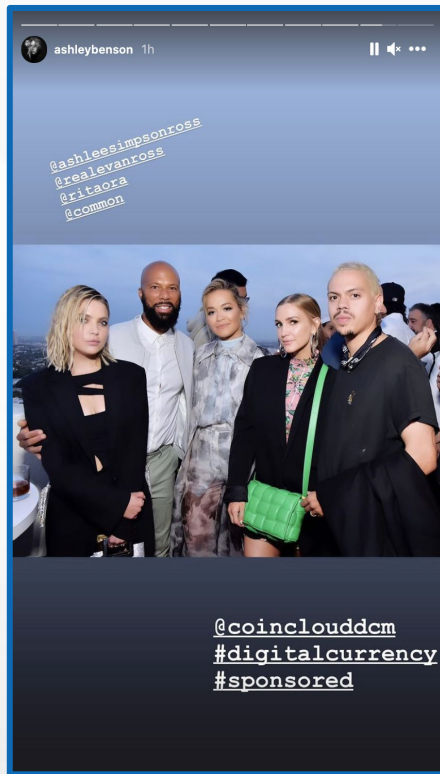
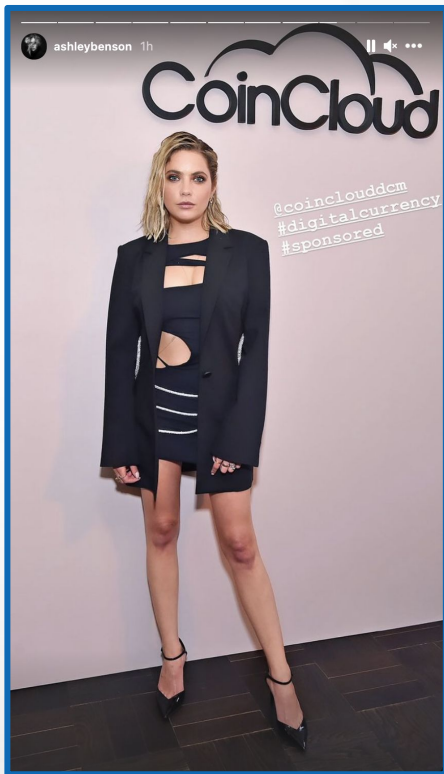
Estimated Engagement Rate: 1.52%

Ashley Benson

IG Post
(Carousel)



Confidential ©





Booker T



Booker T: WWE Athlete

IG Following: 1 M

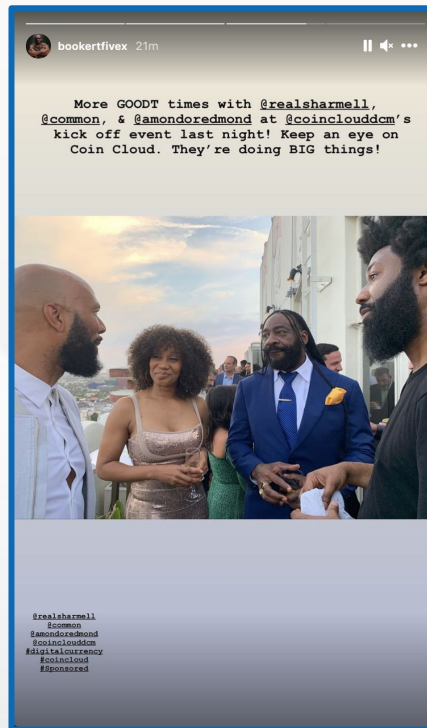
IG Story: 4

IG Post: 2

Estimated Impressions: 6.6M

Estimated Engagement Rate: 0.61%







Chanel Iman



Chanel Iman: Model

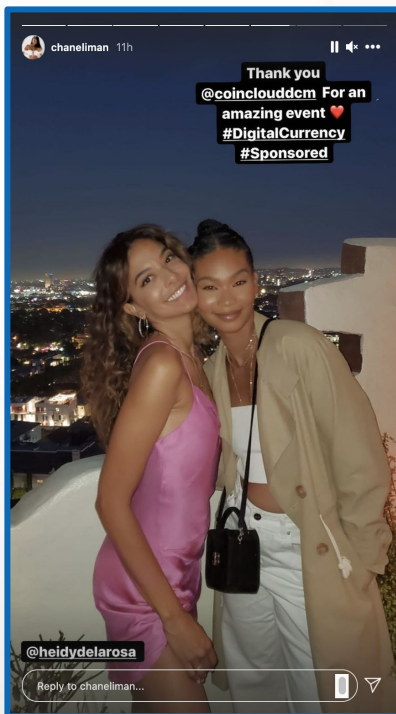
IG Following: 2.3 M

IG Story: 3

IG Post: 1

Estimated Impressions: 9.6M

Estimated Engagement Rate: 0.28%





Common



Common: Musician / Actor / Activist

IG Following: 3.6 M

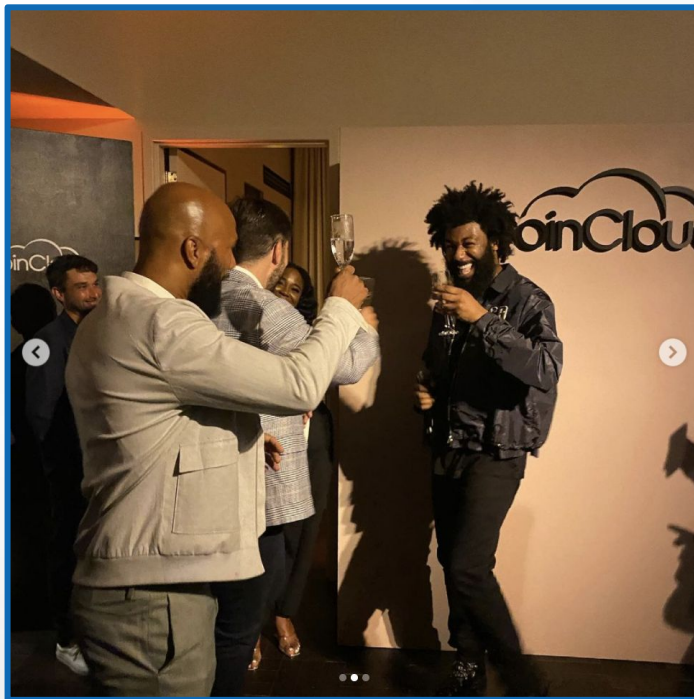
IG Story: 8

IG Post: 2

Estimated Impressions: 32.8M

Estimated Engagement Rate: 0.21%

Note: Engagement rate = total comments/likes throughout posts divided by follower count. This metric is only available for in-feed posts. Impressions = sum of stories and posts x follower count. All data is approximate.





Common



Common: Musician / Actor / Activist

IG Following: 3.6 M

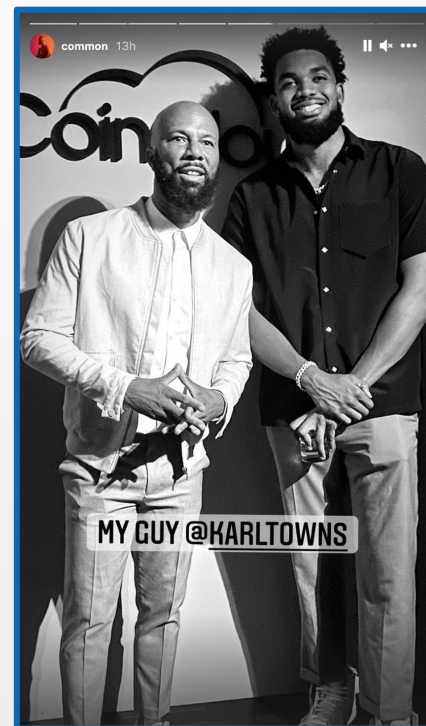
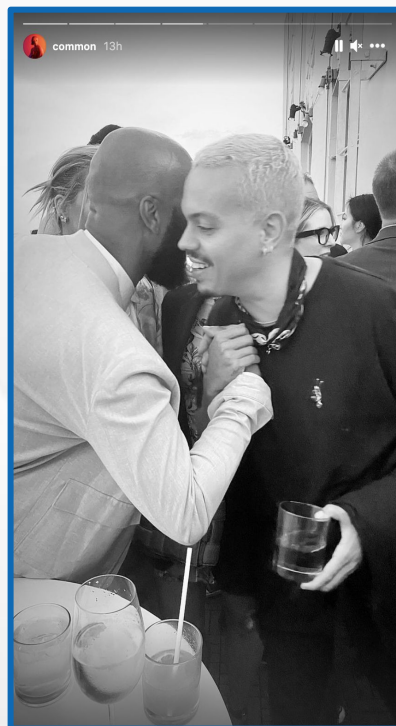
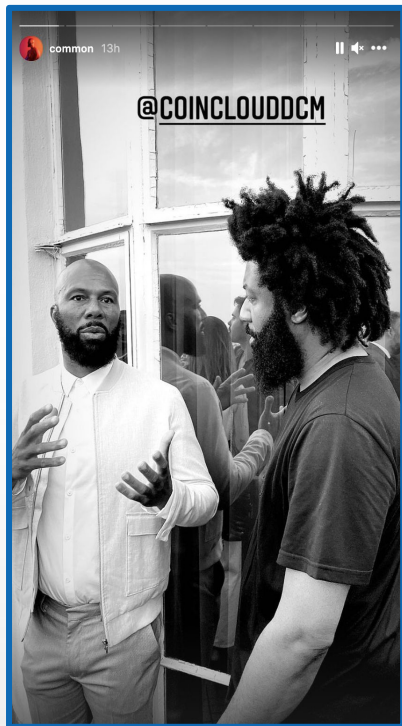
IG Story: 8

IG Post: 2

Estimated Impressions: 32.8M

Estimated Engagement Rate: 0.21%









DJ Ruckus



DJ Ruckus: DJ

IG Following: 68.2 K

IG Story: 1

IG Post: 1

Estimated Impressions: 136.5K

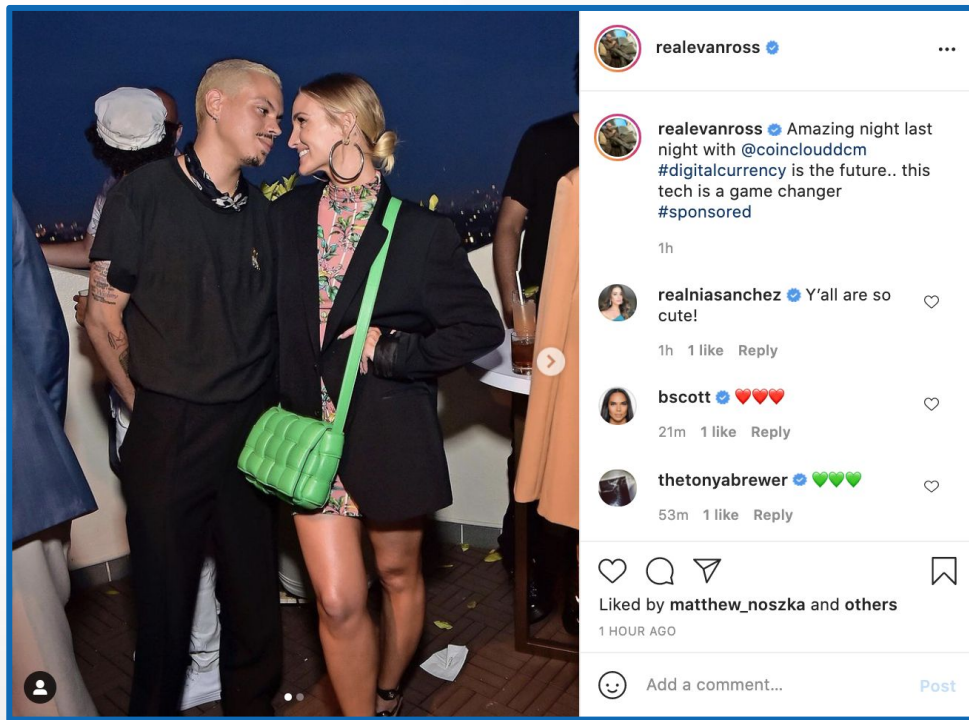
Estimated Engagement Rate: 0.63%

IG Post (Carousel)





Evan Ross



Evan Ross: Actor & Musician

IG Following: 706 K

IG Story: 5

IG Post: 1

Estimated Impressions: 4.2M

Estimated Engagement Rate: 1.60%



Evan Ross

IG Post (Carousel)



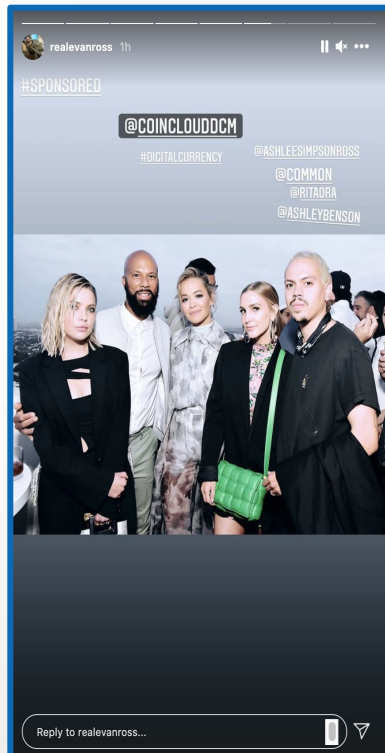
IG Story





Evan Ross

IG Story





Georges St-Pierre



Georges St-Pierre: Mixed Martial Artist

IG Following: 3.4 M

IG Story: 1
IG Post: 1

Estimated Impressions: 6.8M

Estimated Engagement Rate: 0.86%





Inanna Sarkis: Actress

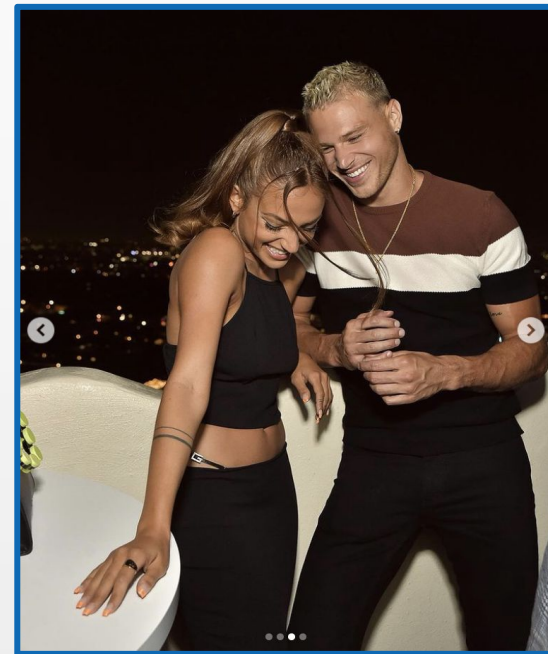
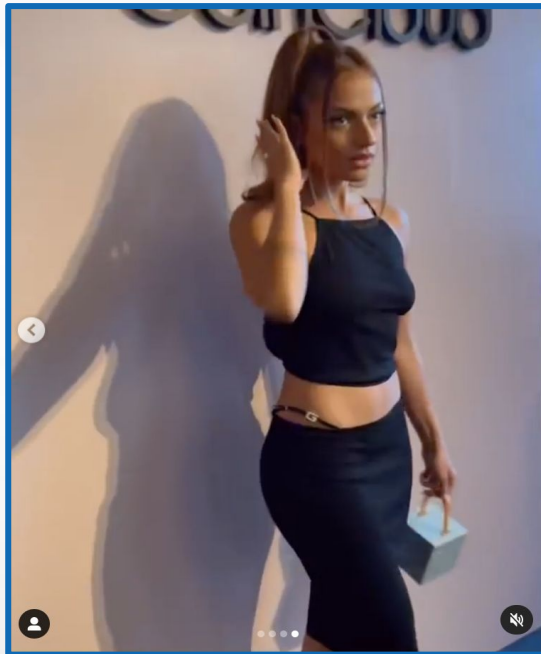
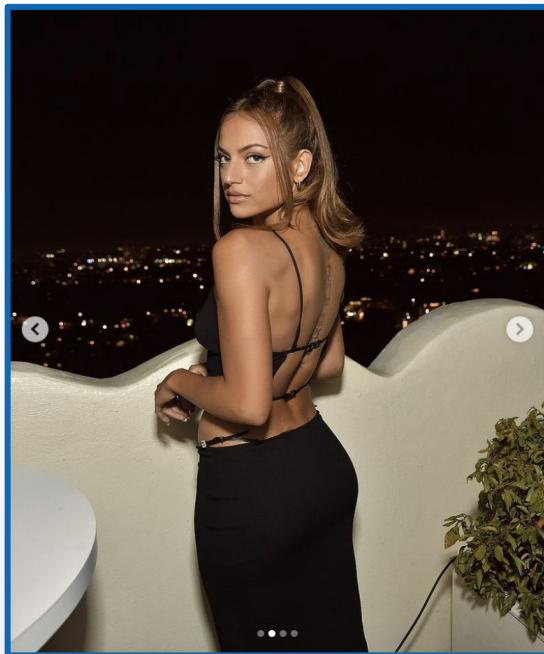
IG Following: 11.8 M

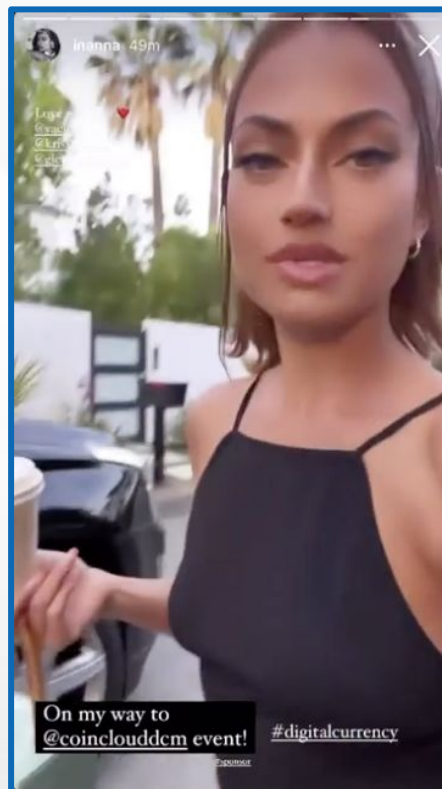
IG Story: 6

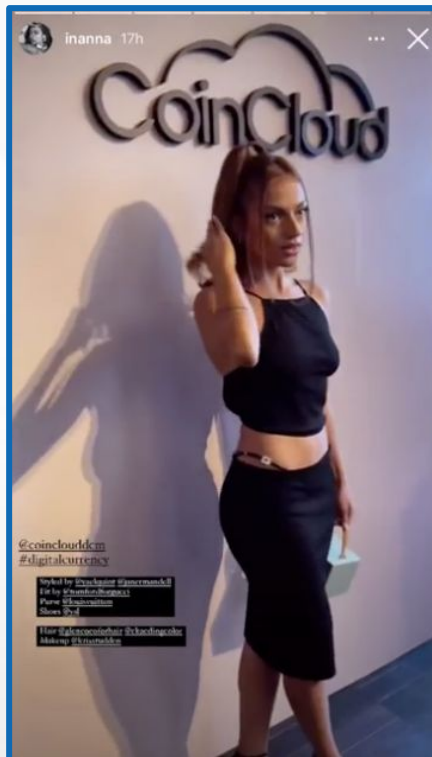
IG Post: 1

Estimated Impressions: 83.2M

Estimated Engagement Rate: 2.05%









Jalen Green



Jalen Green: NBA Athlete

IG Following: 1.2 M

IG Story: 2

IG Post: 1

Estimated Impressions: 2.5M

Estimated Engagement Rate: 4.34%





Josh Hart



Josh Hart: NMA Athlete

IG Following: 699 K

IG Story: 0

IG Post: 1

Estimated Impressions: 699K

Estimated Engagement Rate: 1.89%



Karl-Anthony Towns



Karl-Anthony Towns: NBA Athlete

IG Following: 3 M

IG Story: 2

IG Post: 1

Estimated Impressions: 9.1M

Estimated Engagement Rate: 1.22%

Karl-Anthony Towns

IG Post
(Carousel)







Matthew Noszka: Actor & Model

IG Following: 1.2 M

IG Story: 5

IG Post: 1

Estimated Impressions: 7.3M

Estimated Engagement Rate: 8.18%



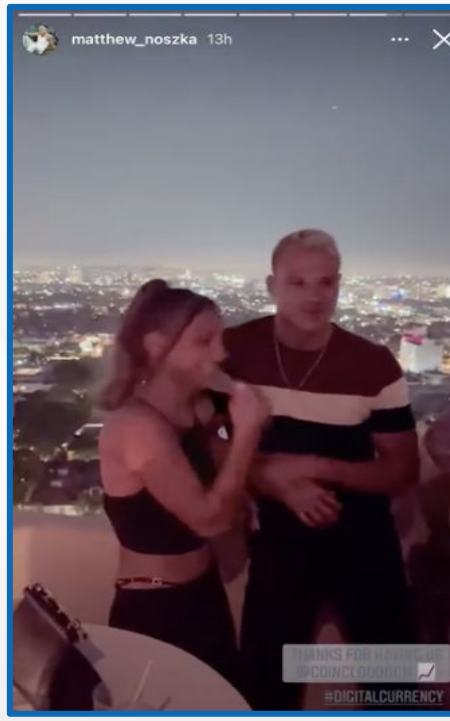
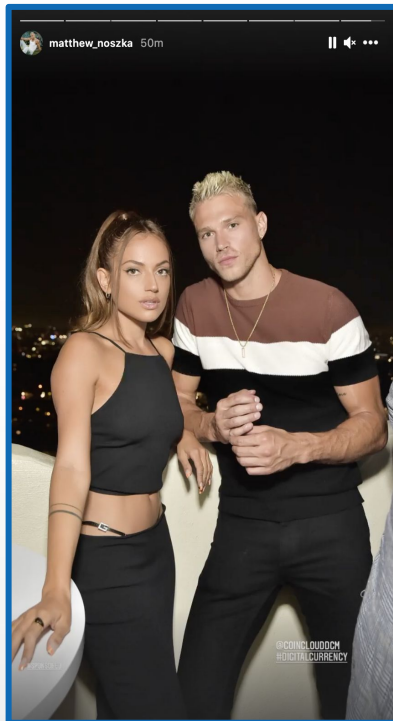
Matthew Noszka

IG Post
(Carousel)



IG Story







Rita Ora: Singer & Songwriter

IG Following: 16 M

IG Story: 4

IG Post: 0

Estimated Impressions: 64.0M

Estimated Engagement Rate: N/A





Ronnie2K: Player Rep for NBA 2K

IG Following: 1 M

IG Story: 3

IG Post: 1

Estimated Impressions: 4.0M

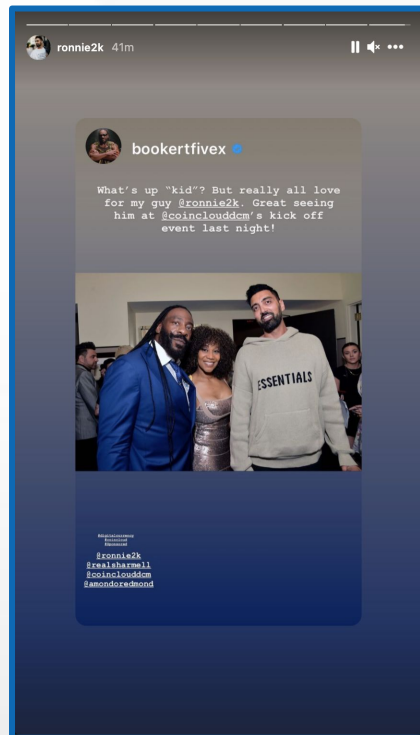
Estimated Engagement Rate: 0.82%

IG Post (Carousel)



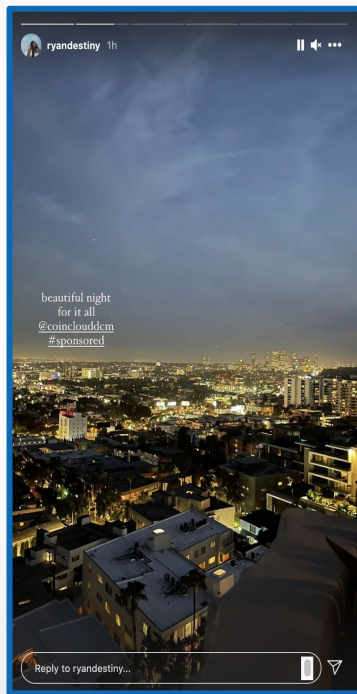
IG Story







Ryan Destiny



Ryan Destiny: Actress, Singer and Songwriter

IG Following: 2.7 M

IG Story: 6

IG Post: 0

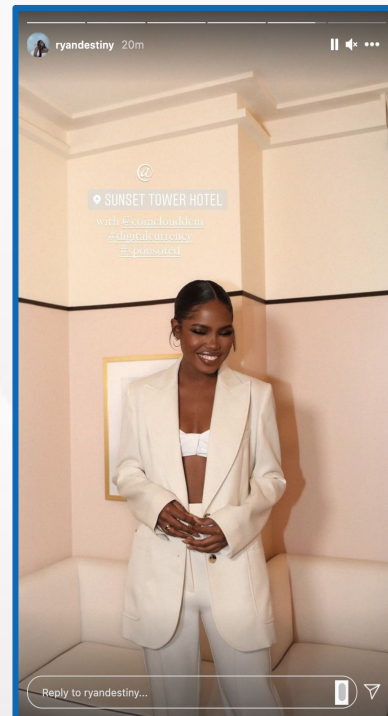
Estimated Impressions: 16.7M

Estimated Engagement Rate: N/A



Ryan Destiny

IG Story





Sebastian Lletget



Sebastian Lletget: LA Galaxy Athlete

IG Following: 716 K

IG Story: 5

IG Post: 1

Estimated Impressions: 4.3M

Estimated Engagement Rate: 3.15%

Sebastian Lletget

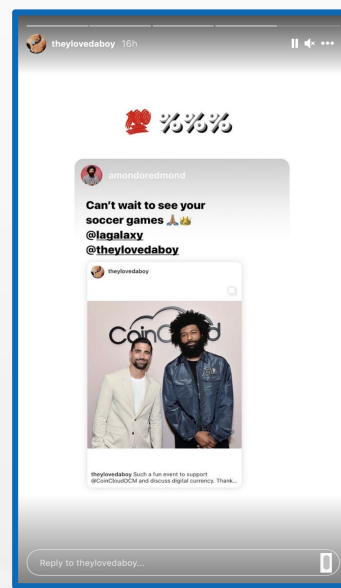
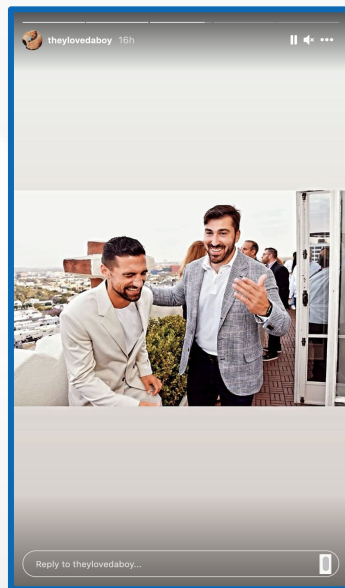
IG Post
(Carousel)





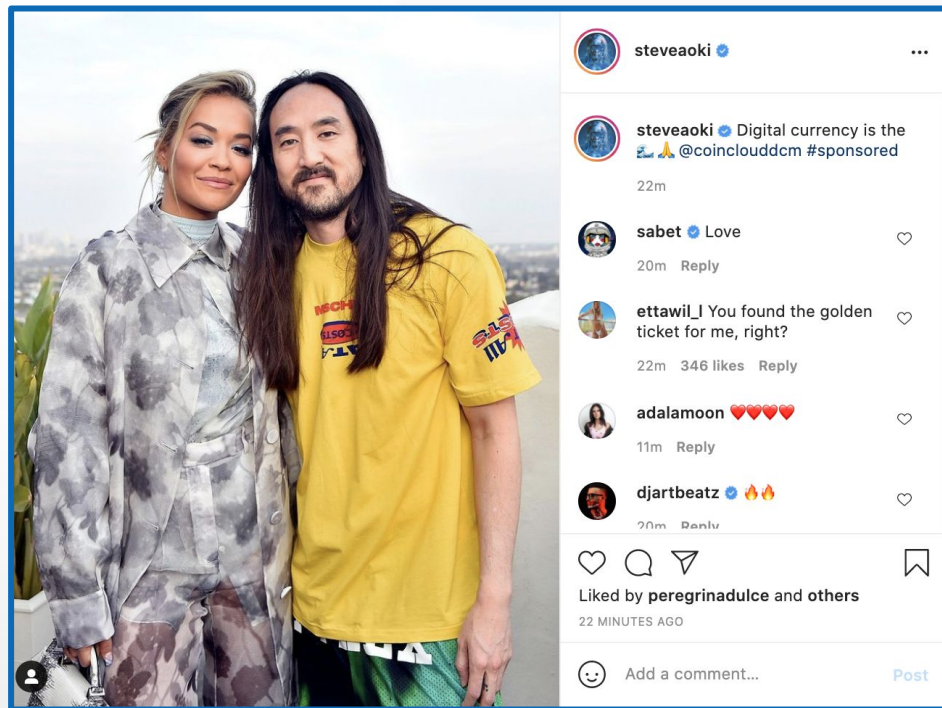
Sebastian Lletget

IG Story





Steve Aoki



Steve Aoki: DJ + Crypto enthusiast

IG Following: 9 M

IG Story: 1

IG Post: 1

Estimated Impressions: 18.1M

Estimated Engagement Rate: 0.21%





Sufe Bradshaw



Sufe Bradshaw: Actress

IG Following: 2.2 K

IG Story: 0

IG Post: 1

Estimated Impressions: 2.2K

Estimated Engagement Rate: 9.22%



Notable Attendees



Archna Sawjani



Archna Sawjani: Ashlee/Evan Ross
Rep/Ashley Benson rep

IG Following: 13 K

IG Story: 2

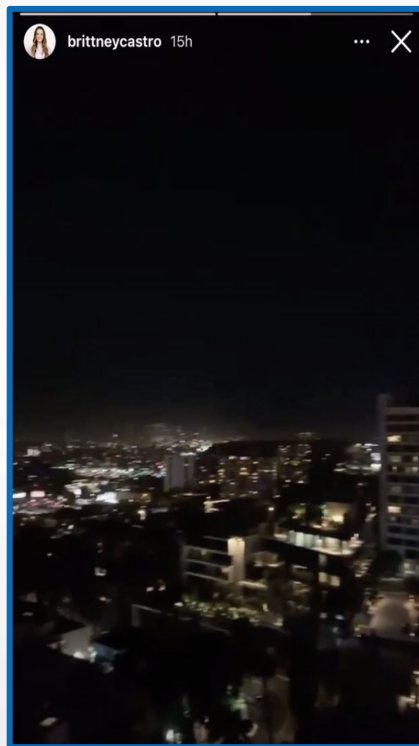
IG Post: 0

Estimated Impressions: 26.1K

Estimated Engagement Rate: N/A



Brittney Castro



Brittney Castro: Founder and CEO of Financially Wise Inc./Financial Influencer

IG Following: 16.3 K

IG Story: 2

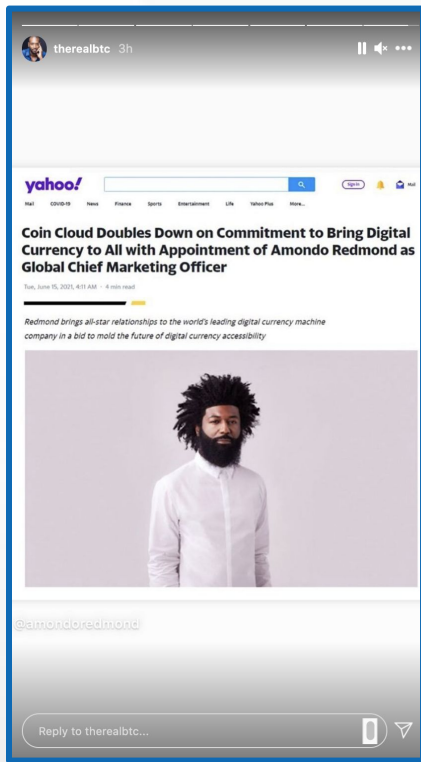
IG Post: 0

Estimated Impressions: 32.5K

Estimated Engagement Rate: N/A



Bryan Terrell Clark



Bryan Terrell Clark: Actor & Singer/songwriter

IG Following: 31.8 K

IG Story: 1

IG Post: 0

Estimated Impressions: 31.8K

Estimated Engagement Rate: N/A



Jensen Atwood



Jensen Atwood: Actor

IG Following: 39.1 K

IG Story: 4

IG Post: 0

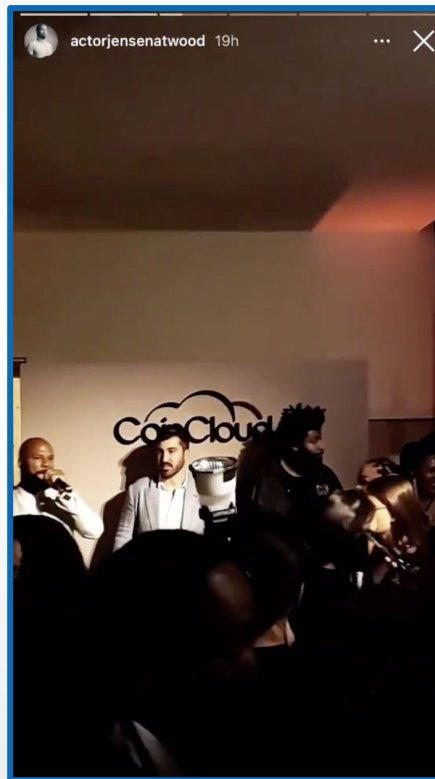
Estimated Impressions: 156.7K

Estimated Engagement Rate: N/A



Jensen Atwood

IG Story



CoinCloud Joey Harris



Joey Harris: SVP for Rhythm Nation

IG Following: 113 K

IG Story: 2

IG Post: 0

Estimated Impressions: 227K

Estimated Engagement Rate: N/A



Kara Connolly



Kara Connolly: Musical Artist

IG Following: 16.8 K

IG Story: 7

IG Post: 1

Estimated Impressions: 134.9K

Estimated Engagement Rate: 7.42%



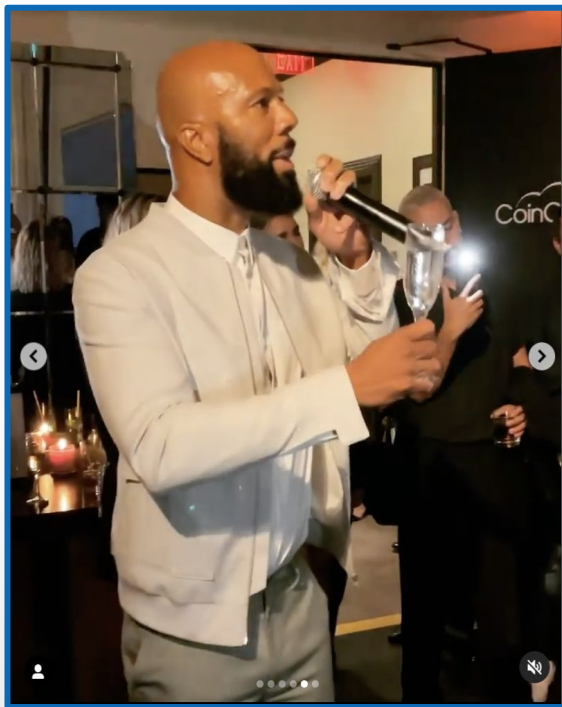
Kara Connolly

IG Post
(Carousel)



Kara Connolly

IG Post
(Carousel)

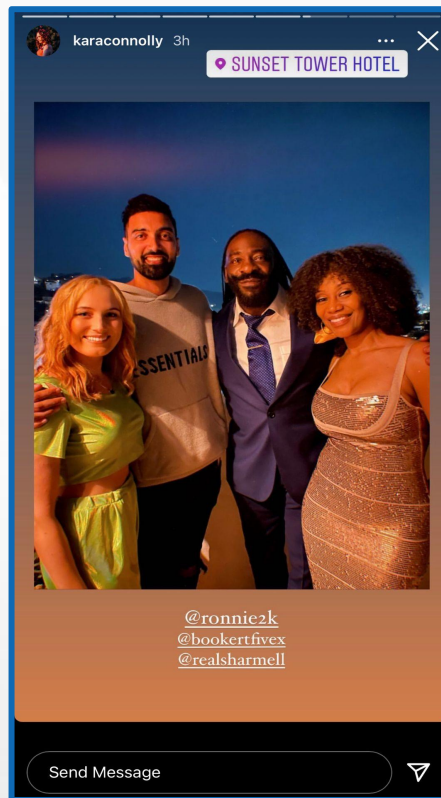
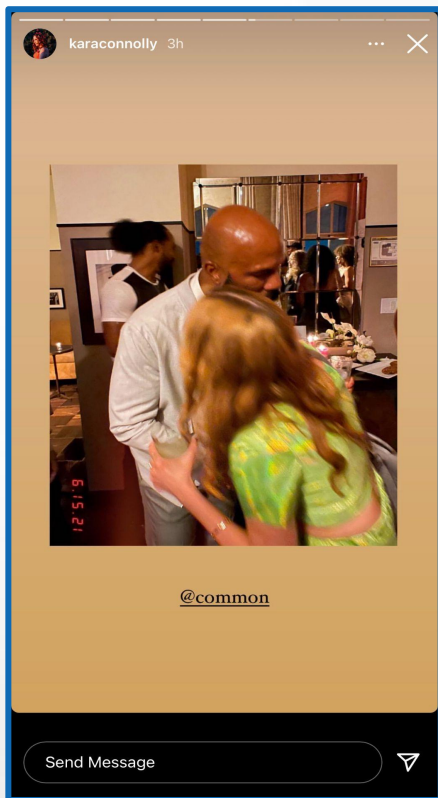




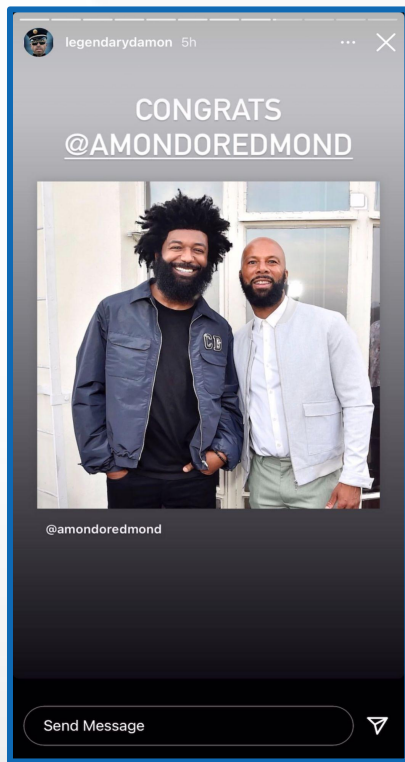
Kara Connolly

IG Story





Legendary Damon



Legendary Damon: Actor and Producer

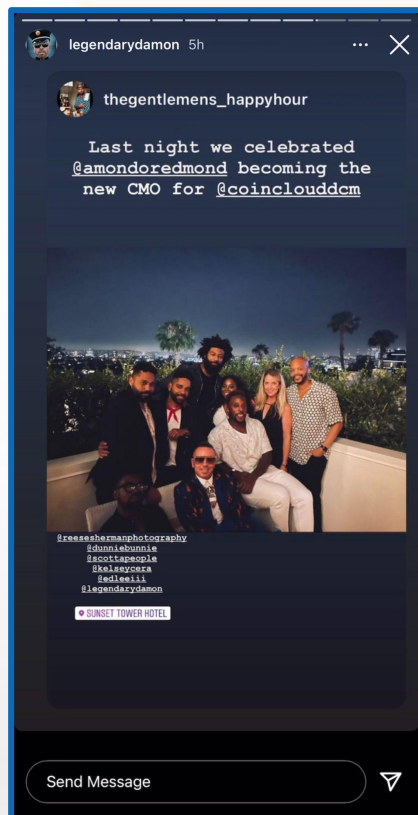
IG Following: 36.9 K

IG Story: 3

IG Post: 0

Estimated Impressions: 110.9K

Estimated Engagement Rate: N/A





Sedrick Ward



Sedrick War: Model

IG Following: 12.5 K

IG Story: 3

IG Post: 1

Estimated Impressions: 50.1K

Estimated Engagement Rate: 2.78%

Note: Engagement rate = total comments/likes throughout posts divided by follower count. This metric is only available for in-feed posts. Impressions = sum of stories and posts x follower count. All data is approximate.





Sharmell Huffman



Sharmell Huffman: Retired Professional Wrestling Valet, Dancer, Singer, Professional Wrestler; Booker T's Wife

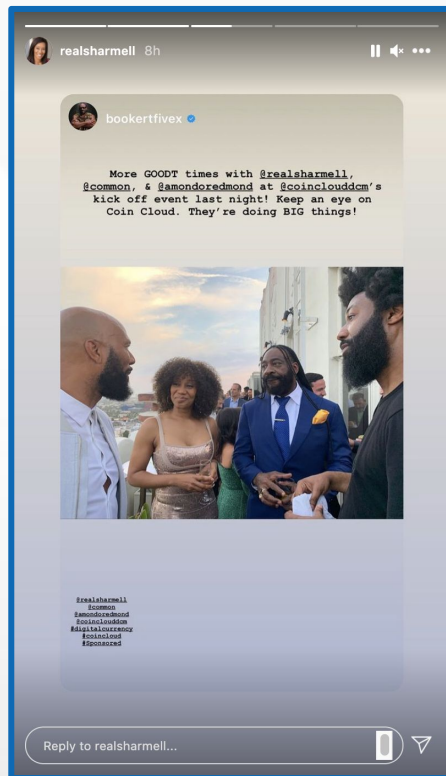
IG Following: 24.5 K

IG Story: 5

IG Post: 1

Estimated Impressions: 147.0K

Estimated Engagement Rate: 2.28%







Spicer PR: Boutique Firm || Brand Management, Special Events

IG Following: 12.3 K

IG Story: 0

IG Post: 1

Estimated Impressions: 12.3K

Estimated Engagement Rate: 0.83%



Stefanie Keenan



Stefanie Keenan: GETTY
Photographer/Owner / Photographer at
Stefanie Keenan Photography

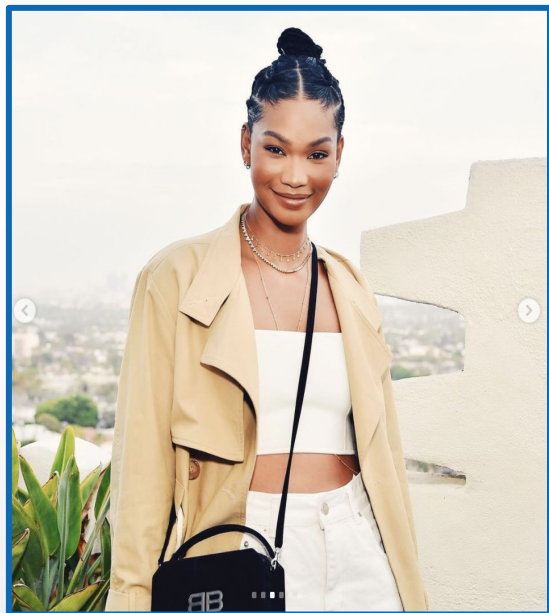
IG Following: 54 K

IG Story: 5

IG Post: 1

Estimated Impressions: 324.3K

Estimated Engagement Rate: 1.58%

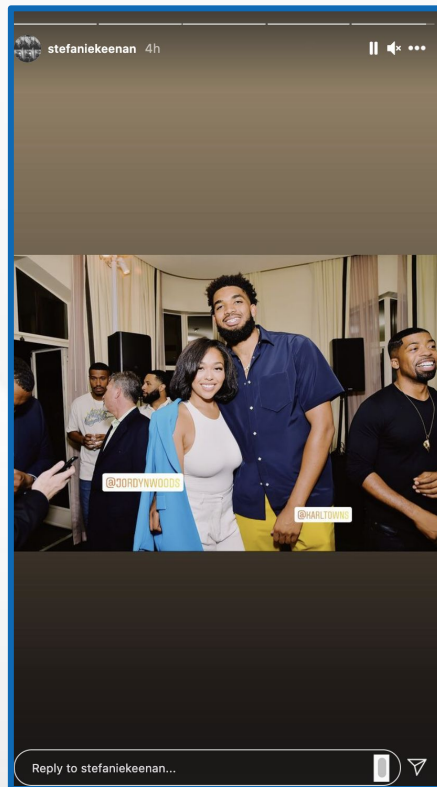


Stefanie Keenan

IG Post
(Carousel)









@CoinCloudDCM Social Insights



Instagram Insights Overview

Accounts Reached

Last 7 Days (Growth vs Jun 7 - Jun 13)
(+12,027% Overall)

Accounts Reached:	Content Type:
13,462 (+12,027%)	Posts: 17.2 K
Followers: 1,426	Stories: 2,799
Non-Followers: 12 K	Website Taps: 614 (+20,366%)
IG Impressions: 114,563 (+11,796%)	Total Talent Estimated Impressions: 361,691, 300
Profile Visits: 48,862 (+56,716%)	



Instagram Insights Overview: Content Interaction

Last 7 Days (Growth vs Jun 7 - Jun 13) (+2,559 % Overall)

Post Interactions: 1,072 (+2,514%)	Story Interactions: 97 (+3,133%)
Likes: 692	Replies: 6
Comments: 23	Shares: 91
Saves: 187	
Shares: 109	



Instagram Insights Overview: Audience

Last 7 Days (Growth vs Jun 7 - Jun 13)

New Follower Growth: 1,279 (+50.1 %)	Age Range:	Gender:
Current Following: 3,831	13 - 17: (1.1 %)	Women: 32.0 %
Top Locations:	18-24: (15.2)	Men: 68.0 %
Los Angeles (3.0%)	25 - 34: (39.0%)	
New York (2.6 %)	35 - 44: (26.7 %)	
Las Vegas (2.4 %)	45 - 54: (12.6 %)	
Lagos (2.0%)	55 - 64: (3.4 %)	
São Paulo (1.1%)	65+: (2.1%)	

R&CPMK

Social & Digital Team

Bridget Whitfield
Sheena Dhawan
Danielle Nebel