

ETF Case Study

Background

CFN Media attracted active retail investors and traders to AXS Investments' single stock ETF, AXS 1.25X NVDA Bear Daily ETF (NVDS), in a Twitter campaign that ran from February 2023 to August 2023. As part of the campaign, CFN Media produced compliant video creatives and deployed them via highly-targeted Twitter/X ads to reach U.S. and South Korean investors and traders at scale.

About Us

CFN Media provides capital markets outreach services designed to attract investors at scale based on their class (retail, accredited, institutional, family offices, or funds) and interest (industry, stock, investment type, etc.). Our campaigns include media production to powerfully convey a company's story to the right investor audience, deployment across our own financial network plus major social media and ad networks, and analytics to measure results.

About the Client

AXS Investments is a leading asset management firm providing alternative investments for enhanced investor outcomes. They provide investors and financial advisors with access to institutional-quality alternative investments and education to drive improved portfolio outcomes.

AXS was the first firm to launch ETFs that seek inverse and/or leveraged investment results based on the daily performance of high-profile single stocks. Sophisticated investors and traders use their ETFs to short companies without the hassle of borrowing stock or to seek amplified performance when they have high conviction.



RETAIL

- Short-form 'CNBC-style' CEO video interviews.
- High-quality editorial content to accompany the videos and provide context.
- Distribution via major social media groups, apps, and platforms via ad buys, and across our proprietary investor networks.
- Reach investors based on their stock interest and behavior.



INSTITUTIONS & FAMILY OFFICES

- Institutional-quality research report.
- Circulation across a network of RIAs, family offices, and other institutional investors.
- Scheduling of phone calls between management and interested parties.



EXCHANGES

- Partnerships with major exchanges, including the LSE, AIM, CSE, NEO, OTG, and NASDAQ exchanges.
- Introductions to these exchanges to explore the potential to dual list.
- Introduction to the Innovation Shares fund to help raise capital and potentially achieve ETF inclusion.

Campaign Results



2,082,679

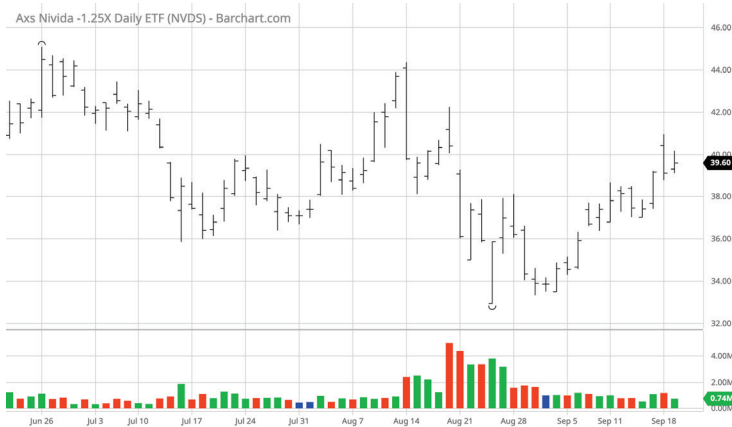
Total impressions delivered from February to August



828,660

Views with a 39.79% average video view rate over the campaign

ETF Price & Volume Impact



Campaign Highlights

- ▶ Produced multiple 30-second FINRA-compliant video ads with messaging that drove an extremely high attention rate with a nearly 40% average ad view rate over the campaign
- ▶ Developed and A/B tested compliant copywriting and messaging that accompanied the Twitter video ads, driving further organic engagement and click-throughs.
- ▶ Configured and continuously optimized the campaign targeting and messaging to drive attractive cost per impression (CPM) and cost per view (CPV) rates.

Get Started

CFN Media will provide a free consultation to build your custom capital markets outreach and advertising program.

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NVDS had \$181M net funds flow from Feb to August, when the campaign was running.



NVDS achieved its highest volume on record during the campaign and experienced a lasting effect.

Campaign Video Ads



The ETF for \$NVDA bears: \$NVDS.
View performance at: bit.ly/30RMNrl



5:00 AM · Aug 22, 2023 · 1.6M Views

12 Reposts 3 Quotes 98 Likes 8 Bookmarks



Short the \$NVDA rally with \$NVDS.
Learn more: bit.ly/3jJUDrN



5:01 AM · Jul 21, 2023 · 300.4K Views

1 Quote 11 Likes 2 Bookmarks

