

Case study

Increasing the LTV of Avalanche users by 735%

Scores measure the causal relationship between on-chain activity and success factors like market cap. By increasing the scores of the right users, we're able to drive predictable, sustainable, and rapid growth for blockchains. Read more about how Scores create the scientific precisions blockchains need to scale.



Your users could be worth more

There's an under-engagement problem in web3. Most on-chain addresses have a score of 0 or 1, meaning they've made at most 1 transaction in the last 90 days.

This is a large, untapped source of potential value for chains. User activation programs are specifically designed to capture this value by increasing user scores.

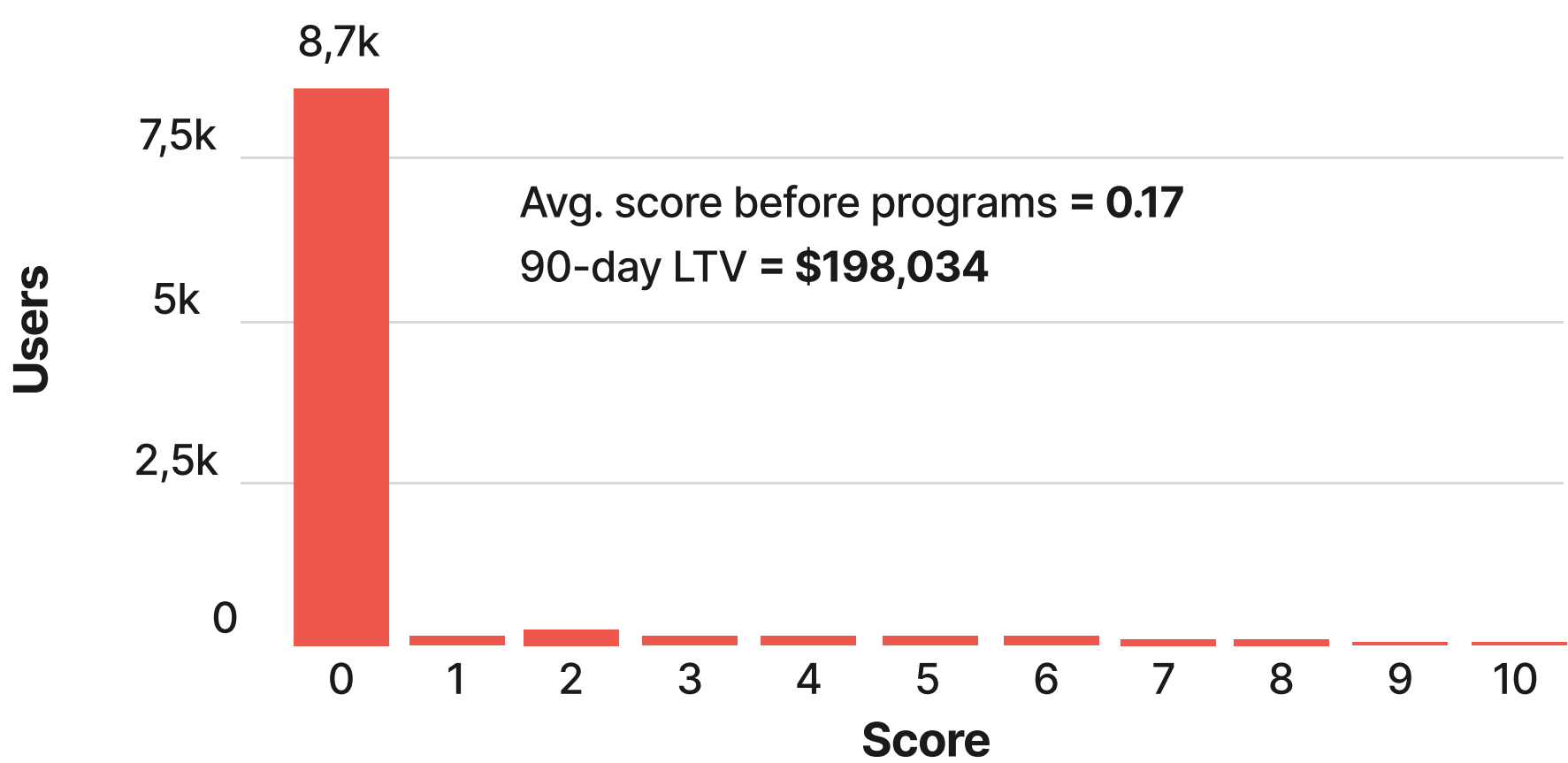


Precision tactics for measurable growth

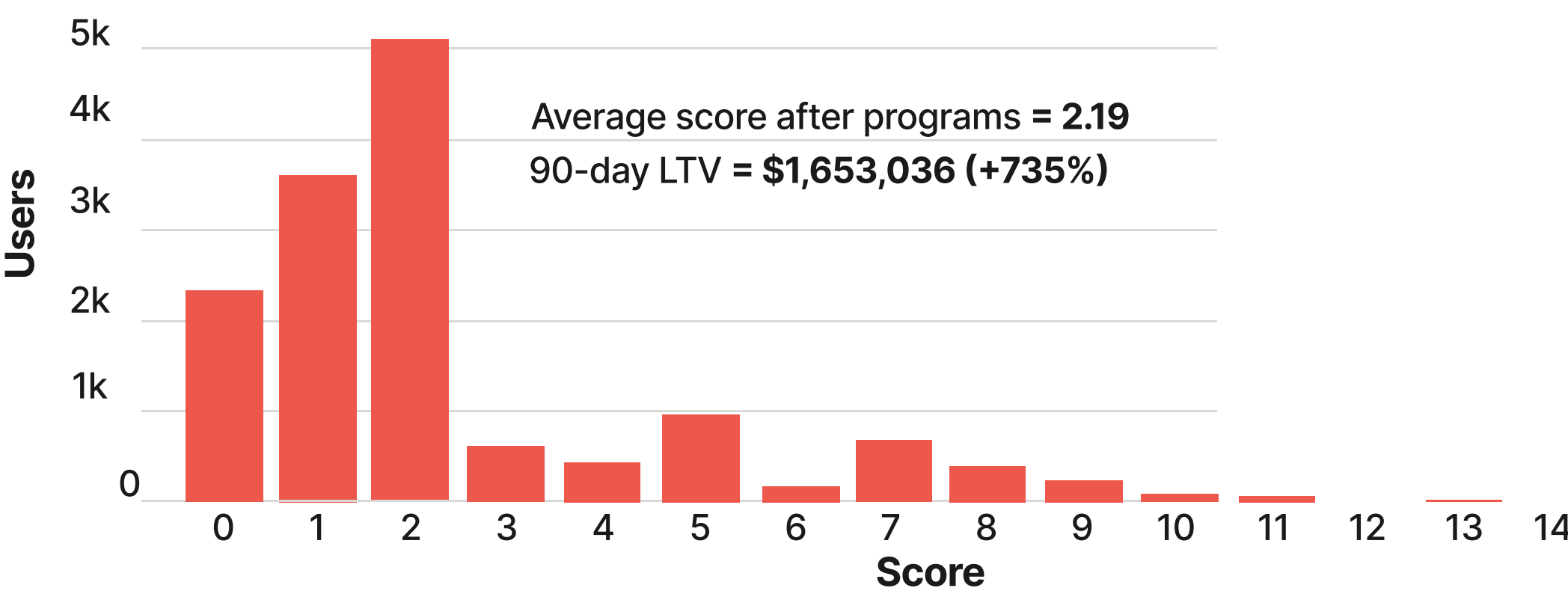
On Avalanche, Flipside Quests were used to target newly acquired users with \$AVAX rewards for actions like bridging to Avalanche and swapping for \$AVAX.

After just two activations, the average user score had jumped from **0.17** to **2.19**, a **735%** increase in lifetime value.

User scores before Flipside programs



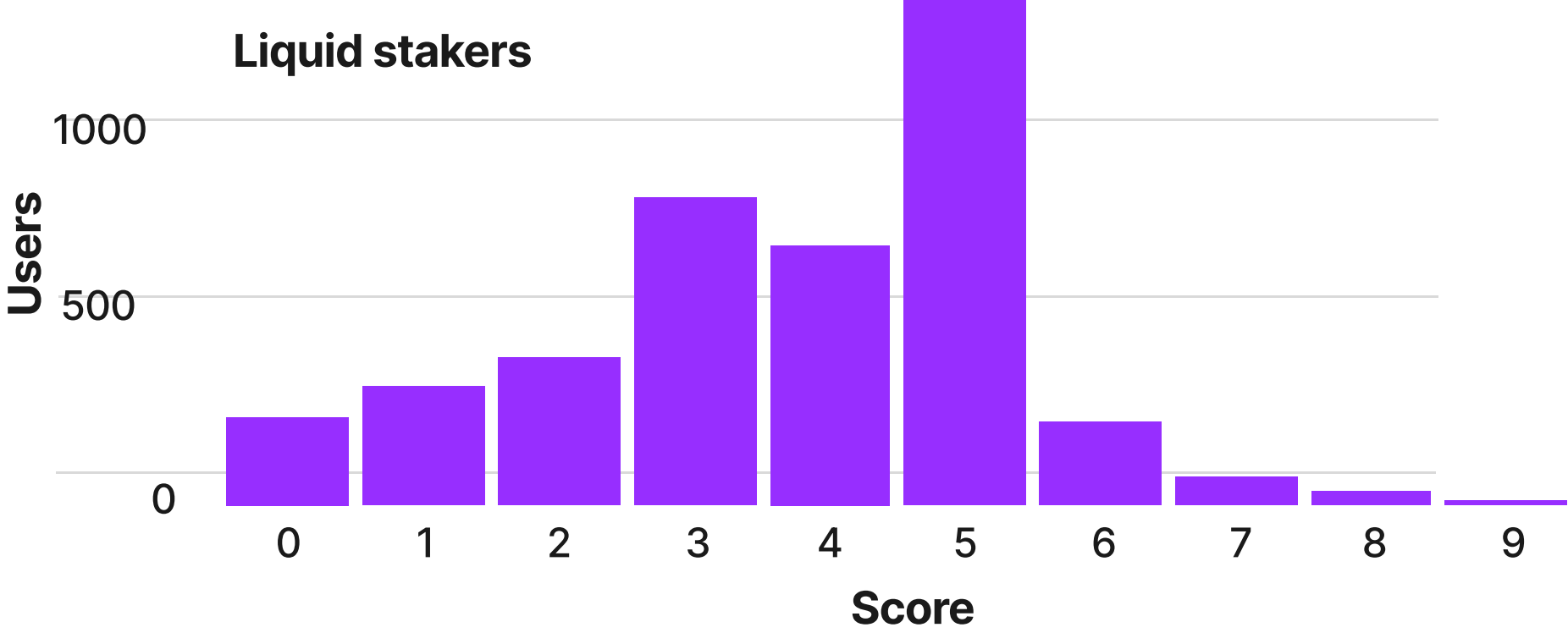
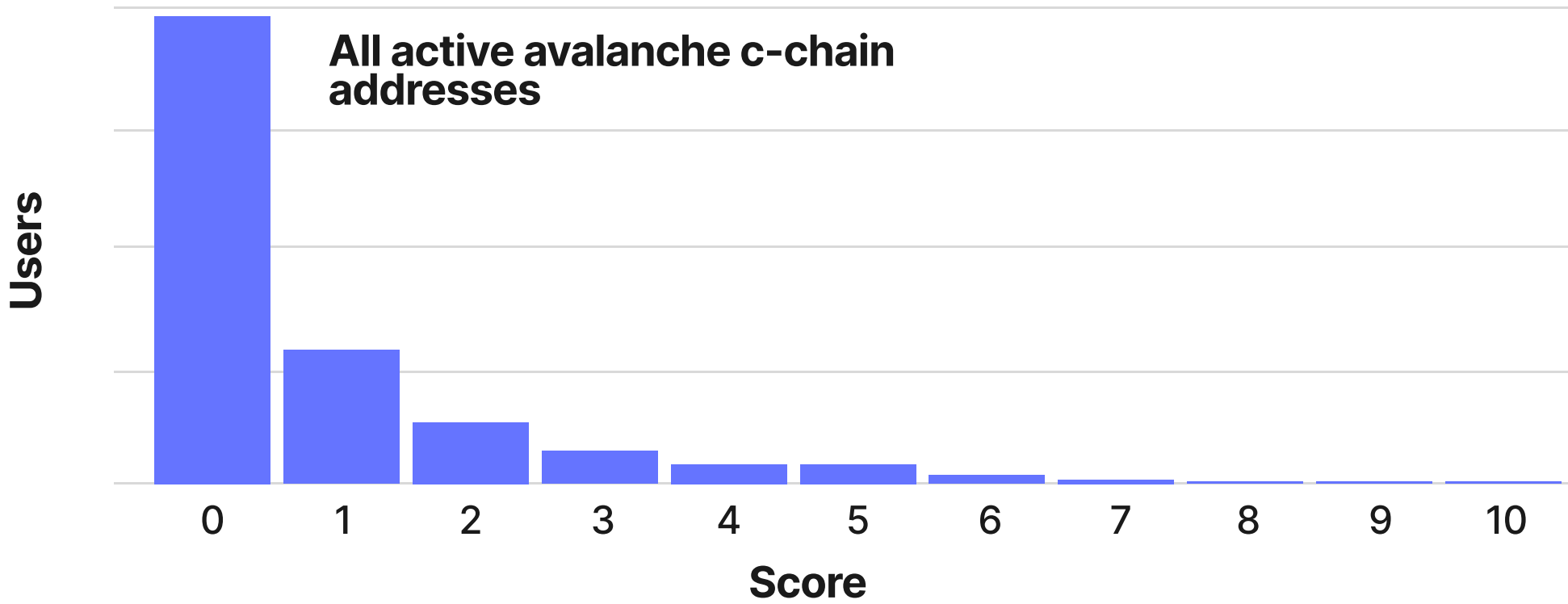
User scores after Flipside programs



Higher scores = more value for your ecosystem

For every **0.5%** increase in user scores, ecosystems see a roughly **\$1.5 billion** increase in market cap. Scores also give us insight into which behaviors have the highest retention, so we can optimize conversion for the stickiest behaviors, like liquid staking.

90-day scores by category



Results-optimized for continuous performance

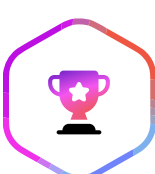
As these programs are designed to maximize ROI, Avalanche consistently sees results in acquisition, retention, and LTV:

99% of questors **continue using** featured protocols, with 49% making at least 5 more transactions in 30 days

735% increase in 90-day LTV for acquired Avalanche users, from \$198,034 to \$1,653,036

92% of previously-inactive users were re-engaged through Quests

7000+% average AVAX Quest ROI



Leverage the science of super-users

Scores methodology gives you an edge over your competitors and designs growth programs to meet your highest priority goals, turning your users into high-value super-users.

Read more on our user activation programs, or [get in touch](#) to talk through it with us.

