



CRYPTOEXPLORER

M E D I A K I T 2 0 2 6

Crypto education that actually lands – two TikTok channels turning the loud, fast crypto world into something regular people understand.

191K+

FOLLOWERS

2

CHANNELS

Global

AUDIENCE

cryptoexplorer.eu · info@cryptoexplorer.eu

ABOUT

WHO WE ARE

Crypto Explorer is two TikTok channels focused entirely on crypto education – clear, no-hype content that makes Web3 understandable for regular people. Together we reach a genuinely crypto-native audience of over 191,000 followers across some of the fastest-growing crypto regions, from Brazil to Indonesia and the UK.

WHO WE WORK WITH

BRANDS WE PARTNER



Crypto Coins & Tokens

New launches and established projects looking for authentic reach in emerging markets.



NFT Projects

Collections, marketplaces and platforms reaching crypto-native collectors.



Web3 & DeFi

Protocols, wallets, exchanges and infrastructure projects.



Crypto Gaming

Play-to-earn games, GameFi platforms and blockchain gaming projects.

741M

global crypto users in 2025

Crypto.com Report 2025

+12.4%

year-on-year user growth

2024 → 2025

\$7.98T

projected market by 2030

Industry forecasts, 30% CAGR

Our followers aren't just speculators – they're the next wave of crypto adopters. Reaching them means reaching people actively exploring new projects.

@crypto_explorer

CRYPTO EDUCATION · LATIN AMERICAN & WESTERN AUDIENCE

35.4K

FOLLOWERS

96.9K

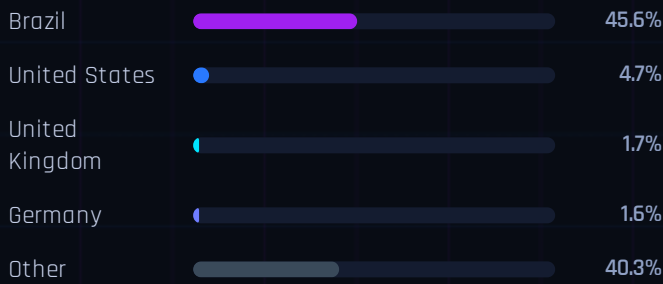
LIKES

2.1M

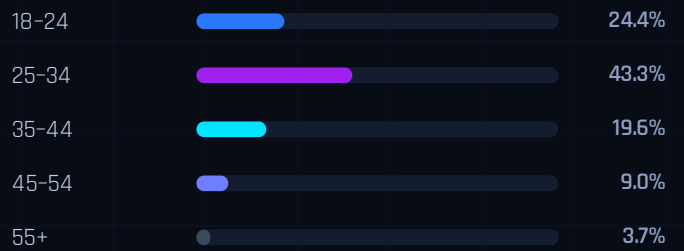
TOP VIDEO VIEWS

Recent top-performing videos reached **2.1M**, **495K** and **243K** views – proof of reach far beyond our follower count.

TOP LOCATIONS



AGE DISTRIBUTION



GENDER SPLIT

71%
MALE

29%
FEMALE

Our first channel – clear, no-hype education for a fast-growing Latin American and Western audience, with a core age of 25-44.

@cryptoalphaaa

CRYPTO EDUCATION · OUR LARGER CHANNEL · BIGGER REACH

155.4K

FOLLOWERS

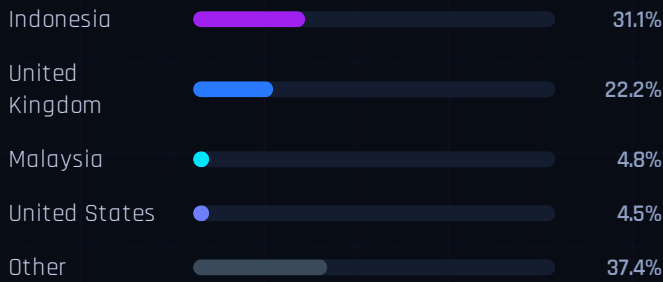
25-44

CORE AGE

Indonesia

TOP REGION

TOP LOCATIONS



AGE DISTRIBUTION



GENDER SPLIT

72%

MALE

27%

FEMALE

1%

OTHER

Our larger channel – same educational focus, a second engaged audience. Ideal for bigger reach or multi-channel campaigns across both.

RATE CARD

RATES & PACKAGES

Transparent rates for both channels. Run a campaign on one, or combine both for maximum reach. All prices in USD. Dedicated videos include presentation and motion design. Typical turnaround: 5-7 days.

@crypto_explorer

CHANNEL 1 · 35.4K FOLLOWERS

MENTIONS IN A VIDEO

1 mention	\$40
2 mentions	\$70
3 mentions	\$100

FULLY DEDICATED VIDEO

15 seconds	\$90
30 seconds	\$130
45 seconds	\$190
60 seconds	\$350

LINK IN BIO

1 week	\$15
2 weeks	\$30
1 month	\$45

BIO + VIDEO BUNDLES

1wk bio + 15s video	\$80
1wk bio + 30s video	\$140
1wk bio + 45s video	\$210

@cryptoalphaaa

CHANNEL 2 · 155.4K FOLLOWERS

MENTIONS IN A VIDEO

1 mention	\$80
2 mentions	\$140
3 mentions	\$200

FULLY DEDICATED VIDEO

15 seconds	\$180
30 seconds	\$260
45 seconds	\$380
60 seconds	\$700

LINK IN BIO

1 week	\$30
2 weeks	\$60
1 month	\$90

RUN ON BOTH CHANNELS

Combined campaigns	On request
Long-term partnership	On request

All paid partnerships are clearly disclosed as advertising in line with TikTok's branded-content rules and applicable advertising guidelines. We promote projects – never specific financial advice.

HOW IT WORKS

SIMPLE PROCESS

01

Get in touch

Tell us about your project and which channel (or both) you'd like to run on.

02

Pick a package

Choose from the rate card, or we tailor a combined campaign to your goals.

03

We create

Presentation and motion design included. Typical turnaround 5-7 days.

04

Go live & report

Content is clearly disclosed as sponsored, and we share the results.

SELECTED PAST WORK

TRUSTED PARTNERSHIPS

We've partnered with projects across crypto coins, NFT collections, Web3 & DeFi tools and crypto gaming. Client names are kept confidential under NDA – references available on request.

CRYPTO COINS

NFT PROJECTS

WEB3 & DEFI

CRYPTO GAMING

LET'S WORK TOGETHER

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Website: cryptoexplorer.eu

Channels: [@crypto_explorer](https://twitter.com/crypto_explorer) · [@cryptoalphaaa](https://twitter.com/cryptoalphaaa)

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Follower and audience figures are self-reported from TikTok analytics and current as of this media kit's date.