

Case Study:

# Nillion Product Launch/Mainnet



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Nillion, founded in 2021, is a decentralized computing network focused on privacy-preserving infrastructure. Its Petnet architecture, combining Multi-Party Computation (MPC) with blind-computation techniques, lets apps process encrypted data without any party ever seeing the raw information. In June 2025, Nillion announced the launch of its alpha mainnet, enabling developers to deploy privacy-first applications using this technology. Our role was to position this launch as a major milestone in Web3 privacy, making Nillion's name synonymous with secure, privacy-respecting computing.

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# Task

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## Timeline

Execute a one-month PR campaign in Q2 2025, culminating in Nillion's alpha mainnet launch in late June.

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## Objectives

Publicize the mainnet launch and underscore Nillion's breakthrough Petnet infrastructure. We needed to craft a narrative showing that this release marked a "foundational milestone" in privacy-first Web3 computing

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## Challenges

Translate complex crypto-tech into clear storylines. We had to highlight the technical innovations (MPC, blind compute) in accessible terms, while also demonstrating concrete traction. In practice, this meant emphasizing proof points such as the network's existing scale to make the story compelling for journalists and industry stakeholders.

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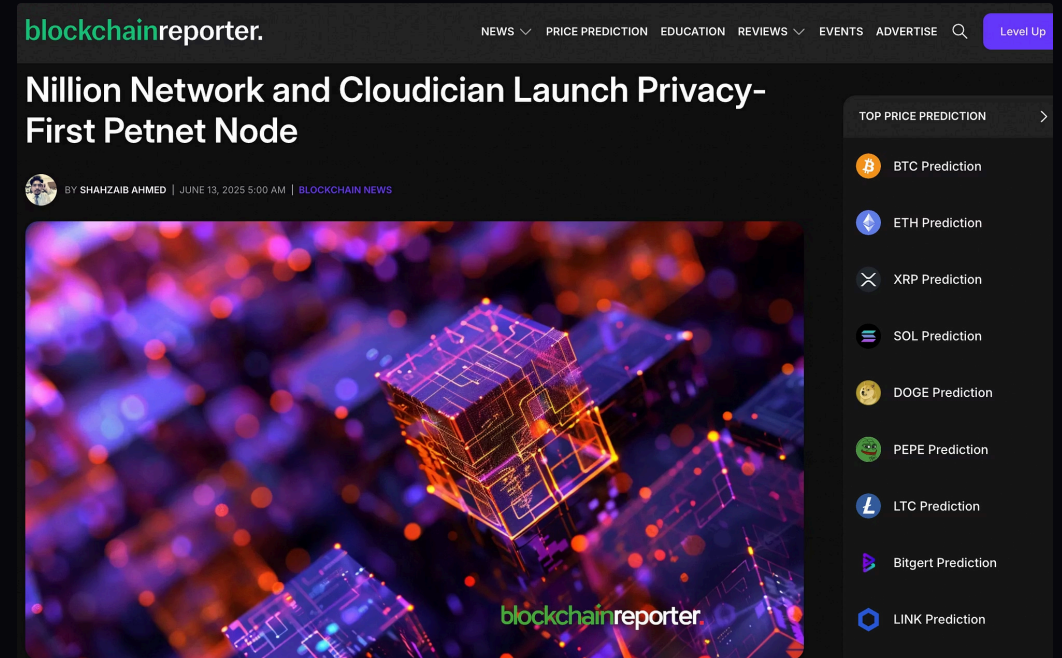


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# Action

## Messaging & Collateral

We framed Nillion's story around privacy-first computing. Press materials emphasized that Petnet "combines MPC with novel blind computation capabilities," enabling encrypted data processing without exposure. We prepared a press release and bylined articles that explained this breakthrough in plain English, citing how "applications can compute encrypted data without revealing sensitive information". These materials linked Nillion's mission to real-world impact (healthcare, AI, finance), helping non-expert audiences understand the significance.



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# Data-Driven Proof Points

To build credibility, we highlighted Nillion's proven testnet results. By late 2024, the network had over 500,000 active verifiers processing, 195 million verified secrets, and securing about 1.05 TB of data. We included these impressive stats in media pitches and briefings, showing that Nillion's technology already had large-scale validation. Quoting this scale (and relating it to privacy and security) helped reporters see the launch as a tangible success story.

500K+

Active Verifiers

Processing on the network by late 2024

195M

Verified Secrets

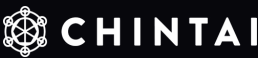
Demonstrating large-scale validation

1.05TB

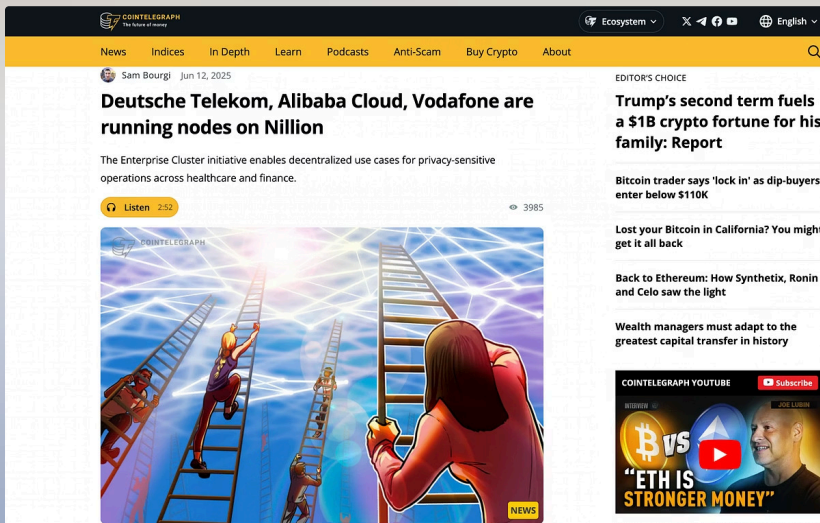
Data Secured

Proving real-world impact and scale

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## Targeted Media Outreach

We targeted top-tier crypto and tech outlets with tailored pitches. The angle was clear: Nillion's mainnet launch wasn't just another blockchain news item but a leap forward in encrypted computing. We reached out to influential reporters at leading publications (e.g., major Web3 news sites) and arranged embargoed briefings. Our pitches stressed both the human-interest angle (e.g., how this protects user privacy) and the technical novelty, ensuring editorial calendars would feature the story around launch time.

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## Thought Leadership

We positioned Nillion's founders and experts as voices in the privacy conversation. That included arranging interviews, podcasts, and guest posts where they could discuss the "Internet for Intelligence" vision. By having spokespeople explain blind compute concepts and industry trends, we reinforced the narrative that Nillion is a privacy pioneer.

## Iteration & Amplification

We monitored ongoing coverage and tuned our strategy. Early positive mentions (for example, in press releases distributed via partners) were leveraged to reach additional outlets. We also used social media and community channels to boost high-authority articles, creating a virtuous cycle of visibility around the launch.

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# Results

## Media Placements

**10 high-value features** and articles appeared in leading crypto and technology outlets, all timed with the alpha mainnet announcement. These placements highlighted Nillion's mainnet launch and Petnet technology as newsworthy breakthroughs. (The average Domain Authority of these outlets was 94, reflecting top-tier coverage.)

## Impressions & Reach

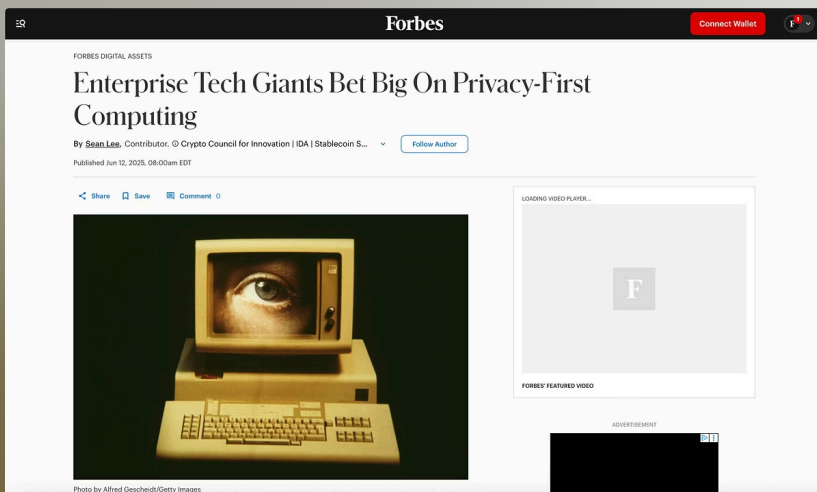
Our campaign generated approximately **1.89 million impressions** and reached around **93 million** total audience members across all coverage. This broad reach ensured that developers, investors, and users in the Web3 community learned about Nillion's privacy-first message.

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## Brand Impact

Beyond raw metrics, the coverage established Nillion's reputation as a Web3 privacy leader. Articles and interviews from the campaign consistently framed the company as "redefining privacy in Web3" by enabling encrypted data processing without leaks. Stakeholder feedback confirmed that the campaign successfully positioned Nillion at the forefront of privacy-preserving infrastructure.

Overall, our strategic PR campaign, built on clear messaging, concrete data, and targeted outreach, delivered strong visibility and helped Nillion's mainnet launch make a memorable impact on the market.

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