Genius PR

BIRDEYE
CRYPTO INTELLIGENCE PIONEER

CASE STUDY

Birdeye

A Peak launch, a CEO interview, and an op-ed on the quality of onchain data

Genius PR · September–November 2026 · geniuspr.com

Situation

Birdeye is a crypto-intelligence company, based in Singapore, whose public home is birdeye.so. The company already ran a retail token terminal and a data service. In 2026 it prepared to put an institutional product, Birdeye Peak, in front of professional allocators — a paid terminal for market intelligence, asset fundamentals, wallet and portfolio analytics and related research, at birdeye.so/peak. The spokesperson for the programme is Kha Nguyen, co-founder and CEO.

The communications job was to announce Peak, and to give Nguyen a public voice on a narrower point: that onchain data is abundant, but not always precise enough for serious financial decisions.

Task

Genius PR was working with Birdeye by mid-September 2026. Jamie and Kosh led the account. A Telegram group had opened in late August; on 14 September the main workstream moved to Slack. That Slack channel was not reachable in this pass, so the results below were checked from the official site, live coverage URLs, a Telegram history summary, a WhatsApp history summary and journalist notes in Notion.

The programme had two public objectives:

1. Support the Peak launch with a clearly labelled announcement and with earned interviews around the product, without treating client or press-release claims about user numbers or customer lists as independent Genius PR facts.
2. Place Nguyen as a named voice on data quality, including a bylined op-ed.

Action

In early October, before the launch date, Nguyen sat for a long-form interview with Crypto Coin Show, published on 7 October, with a companion YouTube recording. The conversation covered how Birdeye had built its data business and what it was building next.

Peak was announced on 21 October 2026, with a Singapore dateline. The official launch text went out as a press release, including on The Block's press-release desk. The same day, Mohammad Shahid at BeInCrypto published an interview with Nguyen about the terminal and how desks might use it. NewsBTC followed on 22 October with a trade write-up of the announcement.

Nguyen then wrote under his own byline for The Defiant. The essay, "Crypto Isn't a Great Data Refinery, But It Could Be," argues that directional accuracy may be enough for casual market-watching, but not for tokenised stocks, government debt or collateral, where a number has to stand up. The piece was live on The Defiant's research-and-opinion section by 20 November, when Phemex News also recapped it.

Results

The public record, as independently checked on 25 November 2026, is a pre-launch interview, a labelled launch announcement with earned and trade follow-through, and a bylined op-ed. Customer lists, user counts and unpublished research figures that appear in some coverage are the company's or the outlet's reporting, not Genius PR metrics, and are not repeated as results here.

Crypto Coin Show — 7 October 2026, interview with Kha Nguyen. cryptocoinshow.com and YouTube

The Block — 21 October 2026, press release, "Birdeye Launches Peak, Giving Allocators A Limitless Market Terminal." theblock.co/press-releases/...

BeInCrypto — 21 October 2026, 16:36 UTC, Mohammad Shahid, "Birdeye Launches Institutional Terminal as Bots Dominate Crypto." beincrypto.com

NewsBTC — 22 October 2026, 21:50 UTC, NewsBTC Editorial Team, "Birdeye Launches Peak Terminal For Institutional Crypto Research." newsbtc.com

The Defiant — bylined op-ed by Kha Nguyen, "Crypto Isn't a Great Data Refinery, But It Could Be," live by 20 November 2026. thedefiant.io

Phemex News — 20 November 2026, 18:51, recap of the Defiant op-ed. phemex.com

The Crypto Coin Show, YouTube, NewsBTC and Phemex URLs were fetched live, as were birdeye.so and the Peak product page. The Block page sits on the publication's press-release path and is labelled as such; a direct fetch returned 403. BeInCrypto and the Defiant op-ed also returned 403; both are attested by secondary live pages (the Defiant author index and a same-day Phemex recap for the op-ed; multiple independent listings for the BeInCrypto interview, including a 21 October 16:36 UTC timestamp). An informal earlier date for the op-ed could not be independently confirmed; the earliest confirmed live attestation in this pass is 20 November. A The Defiant launch item with a Financial Tech Times byline is treated as press-release syndication and is not counted as earned editorial.

Impact

By late November Peak had a public launch, an earned product interview on the same day as the announcement, and a bylined Defiant essay that put Nguyen on the record about data quality rather than about a product feature list. The retail terminal and the institutional product stayed distinct in public copy: Peak is what Birdeye built for desks, not a relabelling of the existing screener.

Links

Company: https://birdeye.so/

Peak: https://birdeye.so/peak

Crypto Coin Show: https://cryptocoinshow.com/interview/bootstrapped-to-5000-enterprise-clients-birdeyes-ceo-kha-nguyen/

BeInCrypto: https://beincrypto.com/birdeye-peak-institutional-crypto-trading-bots/

The Defiant op-ed: https://thedefiant.io/education/research-and-opinion/crypto-onchain-data-refinery-accuracy-institutions

Summary

Sep

Programme under way

Main workstream moved to Slack on 14 September 2026

21 Oct

Peak launch

Institutional terminal announced, with a same-day BeInCrypto interview

20 Nov

Defiant op-ed

Kha Nguyen on the quality of onchain data, recapped the same day

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Verified links

Interview, labelled PR, trade follow-through, bylined op-ed and a recap

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London

30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai

The Offices 4, One Central, 8th and 9th Floor, Dubai

United States

2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Facts in this document are drawn from the official Birdeye site, the coverage URLs listed above, a Telegram history summary, a WhatsApp history summary and journalist notes in Notion. The client Slack channel was not reachable in this pass. Fees, unpublished pitches, account-status notes and client or press-release claims about user or customer counts are omitted. Website publication still requires client confirmation on name, logo and any testimonials.