CASE STUDY

Kairon Labs

Market-maker thought leadership, from U.Today to Brave New Coin

Genius PR · May–October 2024 · geniuspr.com

Situation

Kairon Labs is a crypto market maker and liquidity provider. The official site is kaironlabs.com. The principal public voice in the coverage verified here is Mathias Beke, named as co-founder in U.Today and as co-founder and CTO in a Brave New Coin podcast.

The brief was thought leadership: to explain what market makers actually do — liquidity, listings and ethical practice — in crypto media and on podcasts, rather than only to announce a corporate update.

Task

Genius PR worked the account from the Telegram group The PRG <> Kairon Labs, with Kim, jamie thorne, Jacob, Sana Lalpuria and later Kosh PRG and Shrian Dharmasiri. A CoverageBook compiled for the relationship records clips from mid-May to early October 2024.

The campaign focused on two primary objectives:

1. Distribute a corporate announcement, the opening of a Belgium office, as labelled newswire copy.
2. Place market-maker thought leadership, with Beke and other executives on the record, in a crypto news title and on podcasts.

Action

On 16 May 2024, a labelled Chainwire release, “Kairon Labs Opens New Belgium Office, Honoring Deep Belgian Roots,” ran across Investing.com, Markets Insider, Benzinga, CryptoPotato, CryptoSlate’s press-release desk, Cryptopolitan and CryptoDaily. Those items open the CoverageBook.

On 11 June, Beke appeared on the Crypto Hipster podcast, “Shooting from the Hip! (Ep 13).” On 20 August, U.Today published Arman Shirinyan’s “The Role Market Makers Play in Managing Markets and Liquidity,” after speaking with Beke. On 29 September, Brave New Coin published Andy Pickering’s podcast episode “Kairon Labs — The Premium Market Maker,” again with Beke. On 1 October, Jens appeared on a Nocturnal Times episode, “Navigating Token Launches with Kairon Labs.”

Results

The CoverageBook at share.coveragebook.com/b/18c6a73bc9fa2be5 records 12 pieces of coverage, 1.49 million estimated views, a combined audience of 51.9 million and a maximum domain authority of 94. Dated clips in the book run from 16 May to 1 October 2024.

- U.Today, 20 August 2024: Arman Shirinyan, “The Role Market Makers Play in Managing Markets and Liquidity,” speaking with co-founder Mathias Beke.
- Brave New Coin, 29 September 2024: Andy Pickering, a podcast episode with Beke, “Kairon Labs — The Premium Market Maker.”
- Podcasts also in the book: Crypto Hipster, 11 June 2024, with Beke, and Nocturnal Times, 1 October 2024, with Jens.
- Labelled 16 May 2024 Chainwire releases on the Belgium office, across the outlets listed above, including Investing.com and Markets Insider.

Impact

Kairon Labs was recorded in a CoverageBook of 12 pieces and put a co-founder on the record in a U.Today article and a Brave New Coin podcast, after a clearly labelled office announcement. The placements, and the book’s estimates, are the record. They are not presented here as proof of trading volume, listings won or market share.

Links

Official site — kaironlabs.com

CoverageBook — 12 pieces, 1.49M views, 51.9M audience, max DA 94. share.coveragebook.com

U.Today — 20 August 2024. u.today

Brave New Coin — 29 September 2024 podcast. bravenewcoin.com

Investing.com — 16 May 2024 Chainwire release. investing.com

A 29 October 2024 HackerNoon article by Adewale Opeyemi, which includes a contribution from Kairon Labs, is attested in the working chat and was fetched live, but it is not one of the 12 pieces in the CoverageBook; it is not a featured link. A CoinMarketCap community guest post is in the book and is not featured here. No live geniuspr.com case study was found.

Summary

12 CoverageBook pieces 1.49M views, 51.9M audience, max DA 94	**20 Aug** U.Today Thought leadership, speaking with Beke
29 Sep Brave New Coin Podcast episode with Beke	**May–Oct** Programme A labelled office wire, then thought leadership, 2024

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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

Based on official Kairon Labs pages, the CoverageBook, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified commercial figures are omitted.