

OVER

200000

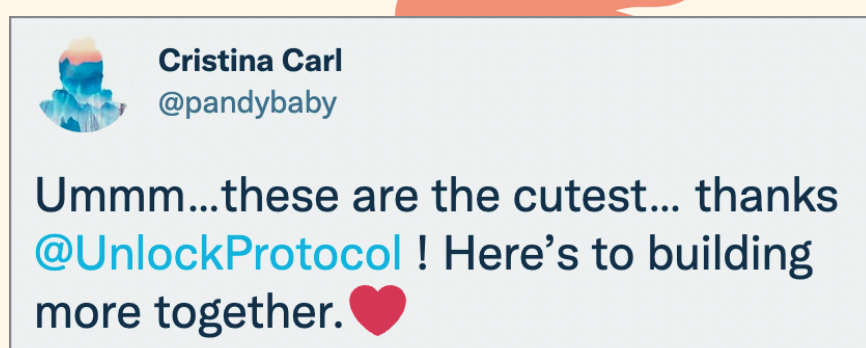
MEMBERSHIP NFTS CLAIMED DURING THE HOLIDAYS



THE NFTS WERE PART OF A GAMIFIED ADVENT CALENDAR

The Advent calendar was NFT-powered, and every day visitors could open a new door, claim a new NFT, and learn something new about Unlock. Visitors could only open a day's door if they had already opened the previous day's door, to prevent peeking ahead.

SOME DAYS HAD SPECIAL GIFTS FOR LOCKSMITHS



GAMIFIED SMART CONTRACT

Each day, players came back to open the next day's surprise. The smart contracts were constructed such that a wallet needed to have the prior day's NFT in order to open the next day's door and see what was behind it.

FAMILIAR, EASY AND GASLESS MINTING

Unlock deployed the Advent calendar contracts on Polygon and enabled gas-free minting, reducing friction for participants to participate to near-zero.

12K+ WALLET ACTIVATED WHATS NEXT?

Over 12,000 unique wallets participated in the Unlock Protocol 2022 Advent calendar from dozens of countries around the globe, and over 7,000 unique wallets completed the entire calendar.

The initiative conclusively showed the power and scale of having an easy-to-use and easy-to-understand experience for end users to bring them onboard.

Based on the success of the Advent calendar, Unlock Labs will continue to launch additional experiments and activations throughout 2023 to show the power of memberships and subscriptions and to onboard more individuals into the space.