



ETN CASE STUDY

# Making ETN the TBPN of Europe.

# The numbers moved.

**206k**

**X IMPRESSIONS / DAY**

36k before → 206k after

**674**

**X LIKES / DAY**

160 before → 674 after

**494**

**LINKEDIN LIKES / DAY**

65 before → 494 after

**22.4k**

**LINKEDIN REACTIONS / 30 DAYS**

3.3k TBPN → 22.4k ETN

# Two clips. 100k+ each.



116k

views



109k

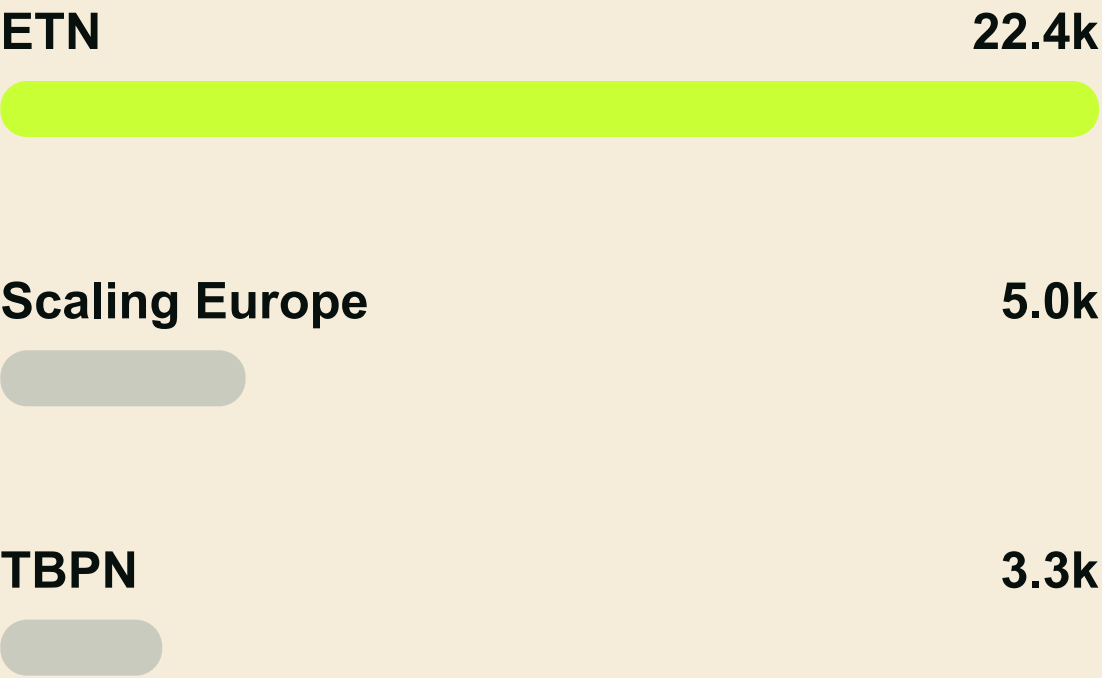
views

# ETN led the conversation.

22.4k

reactions in 30 days

+1.6k followers



# The feed had four gaps.

01

**Dead feed**

02

**No voice**

03

**Dead archive**

04

**Flat copy**

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# A system for daily content.

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01 **Voice & copy**

02 **Archive & clips**

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03 **Daily publishing**

04 **News response**

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05 **Publishing stack**

06 **Founders in feed**

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# The bigger picture.

**\$1.6M**

**seed round**

**\$1.0-1.3M**

**estimated annual  
sponsor book**

Figures from the source ETN case study.

# What lasts beyond a post.

**Known in  
the category**

**A community  
that converts**

**Lower  
acquisition cost**

**A shorter path  
to capital**



Make every  
**moment travel.**