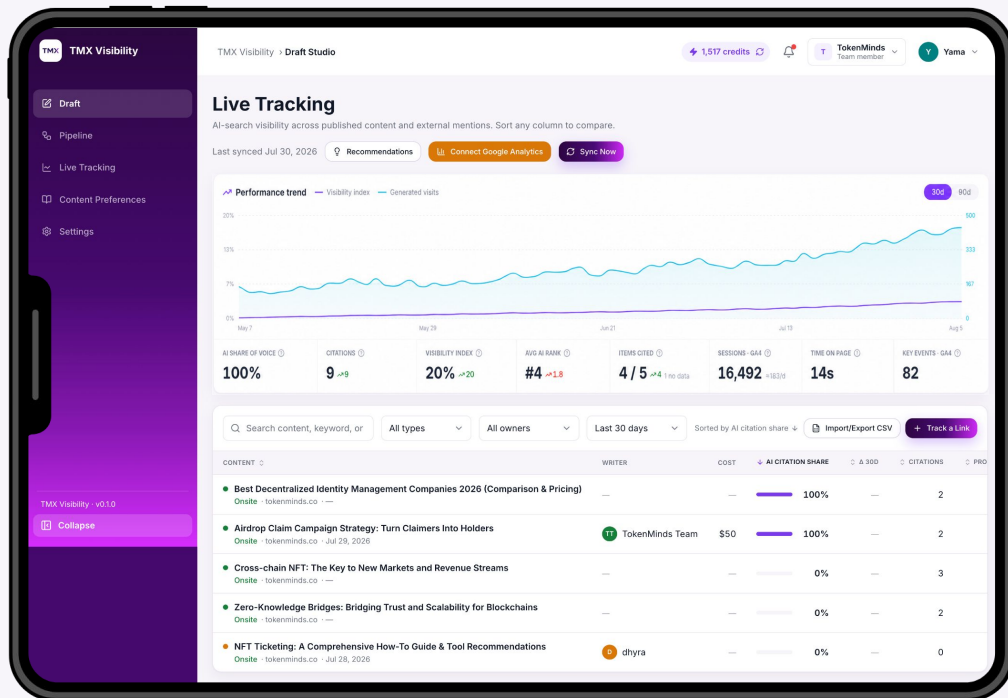


Case Study

How **TOKEN MINDS**
Achieved **100% AI**
Citation Share and
20% Visibility Index
within 30 Days



CLIENT OVERVIEW & SUMMARY

Shifting from traditional SEO to AI Discovery Optimization

TOKEN MINDS

TokenMinds is a Web3, AI, and enterprise blockchain solutions firm with an established blog covering complex topics, such as tokenized collateral, decentralized identity, stablecoin rails, token sales, and blockchain infrastructure for finance.

KEY OBJECTIVES

- ” Increase citations across **ChatGPT, Gemini, and Perplexity**
- 🔍 Identify which articles perform well and which need improvement
- ↔️ Replace disconnected tools and subjective reviews with one framework
- 📊 Measure content ROI as discovery shifts toward AI-generated answers

Executive Summary

TokenMinds uses TMX Visibility to manage content optimisation, editorial workflow, AI citation tracking, and GA4 reporting in one platform. The team creates or improves **3–5 articles per week**, using live recommendations to track outcomes.

OUTCOMES AFTER 30 DAYS

- ✅ **80%** of articles successfully cited by AI search engines
- ⚙️ **100%** AI citation share secured in core topics
- 📊 Achieved a **#2 AI ranking** overall
- 📈 **20%** overall Visibility Index growth
- 💰 **\$1.97** average cost per website visit achieved

THE CHALLENGE

The Discovery Shift

TokenMinds wants to establish verifiable brand visibility in AI answers while tracking the article production costs to real business outcomes: website traffic, conversions, and ROI



AI Is Changing How Buyers Research

More buyers now use ChatGPT, Gemini, and Perplexity to research Web3 solutions. TokenMinds needed its content to appear in those answers instead of losing visibility to competitors.



The Reporting Gap (Output vs. Outcome)

TokenMinds tracked traffic, rankings, keywords, and publishing volume across separate tools. These metrics did not clearly explain why an article performed or what should be improved next.



High-Competition Keywords & Topics

TokenMinds publishes across competitive topics and keywords. Stronger differentiation, topic coverage, and evidence were essential to earn rankings and AI citations.

THE SOLUTION

Bridging AI Visibility with Business ROI

One Unified, Intent-Driven Workflow

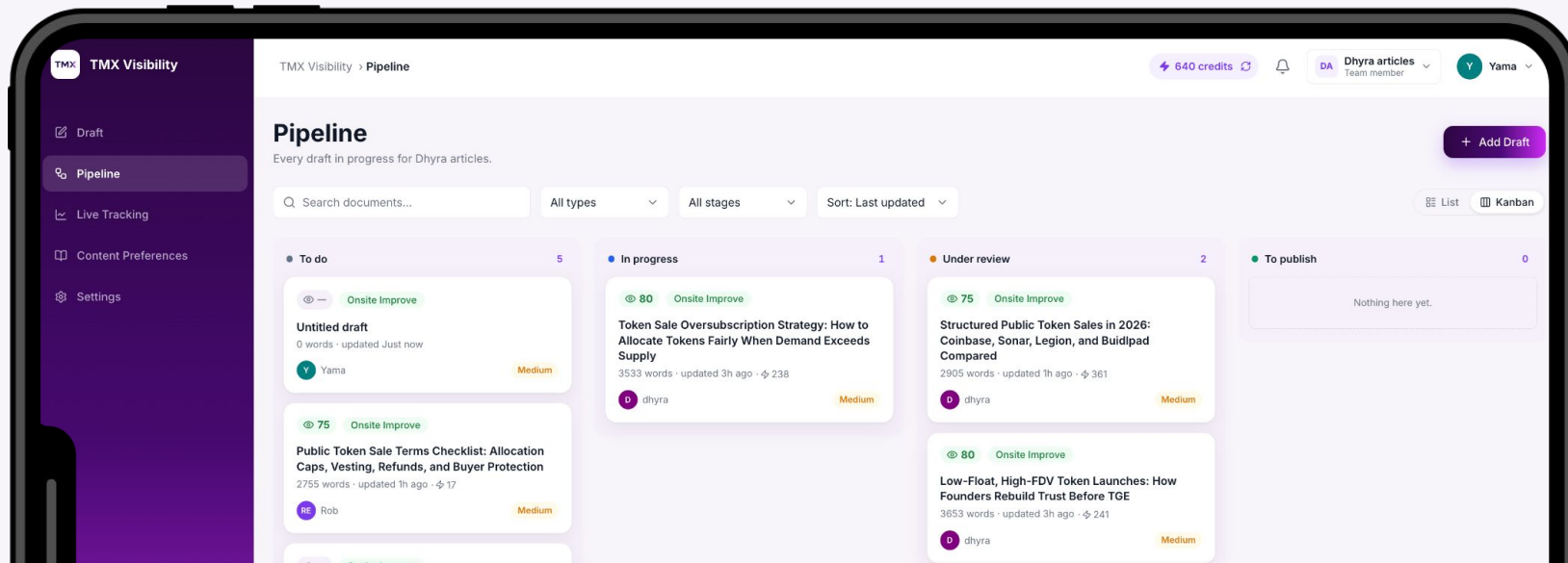
TMX uses TokenMinds' brand voice, personas, knowledge sources, and target prompts to guide content from brief to live performance.

Proprietary Visibility Formula

Trained on extensive LLM ranking data, TMX scores multiple visibility signals and adapts using live performance data.

Multi LLM Engine Improvement Iteration

TMX connects ChatGPT, Gemini, and Perplexity visibility with GA4 data, then recommends and prioritises the next content improvements.



THE PROCESS

A Continuous Content Improvement Cycle

TokenMinds used this continuous workflow to improve **3–5 articles each week** (both for new drafts and previously published articles)



THE RESULT

Measurable Content Performance After 30 Days



In 30 days, **TokenMinds** achieved measurable AI visibility across its tracked content and could clearly identify which articles earned citations, ranked strongest, and generated traffic most efficiently.

80%

of tracked articles
cited by AI

100%

AI citation share

#2

best AI ranking
achieved

20%

overall Visibility
Index

\$1.97

average cost per
website visit

TIMELINE

TokenMinds Content Improvement in 30 Days



Starting Point

TokenMinds established an initial baseline across five priority articles. Separate tools made tracking and consistency difficult.

50% of articles cited by AI

60% Citation Share

#4 Best AI Rank

14% Visibility Index

\$2.40 Avg Cost/Visit

Within 30 Days

Created a structured weekly improvement process using **TMX Visibility**:

- Connected GA4 performance data
- Imported 12–15 articles & drafts
- Improved 3–4 articles per week
- Detailed Live Tracking for 5 articles
- Tracked 15 prompts across models
- Scored signals & recommendations

After 30 Days

Achieved measurable content performance improvement and repeatable ongoing framework.

80% of articles cited by AI

100% Citation Share

#2 AI Rank

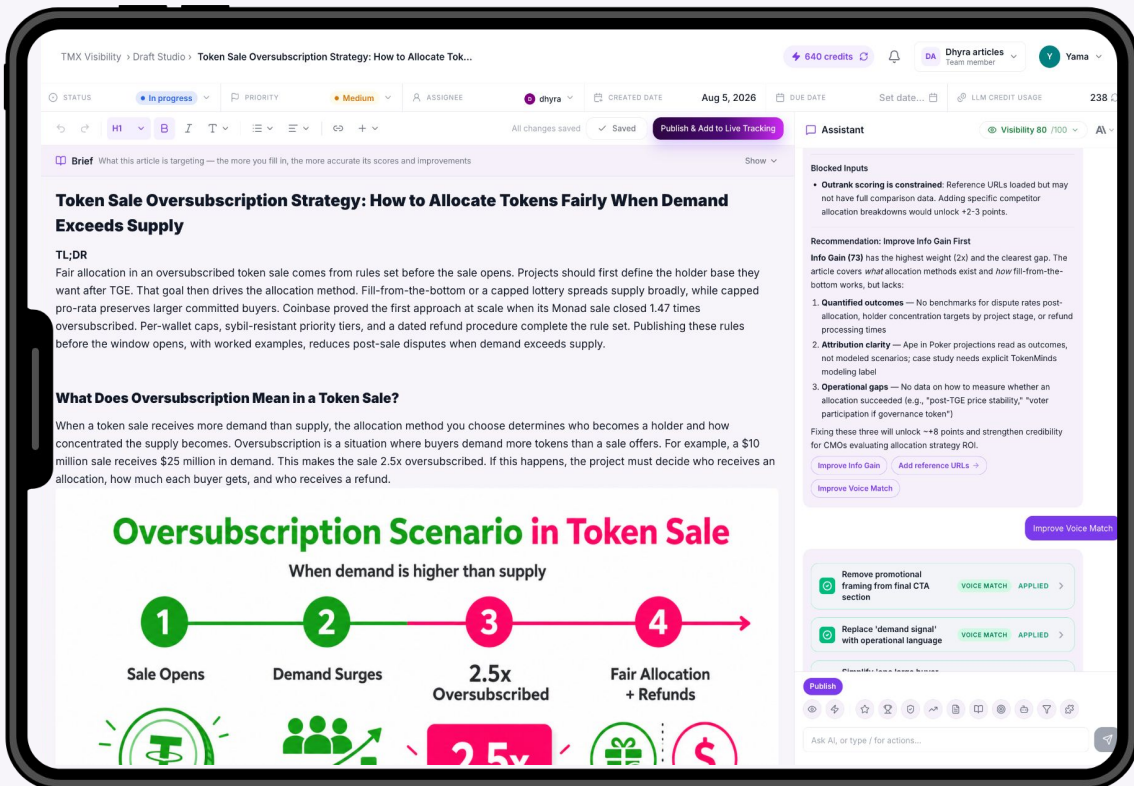
20% Visibility Index

\$1.97 Avg Cost/Visit

In 30 days, **TokenMinds** established a repeatable process for improving content and measuring its visibility across search, AI answers, and website performance.

PROCESS EXAMPLE

Optimizing a New Article for Search and AI Visibility



TokenMinds was preparing a new article. Before publishing, the team imported the draft into **TMX Visibility** to check target search intent, AI buyer questions, and competitive depth.

ARTICLE

Token Sale Oversubscription Strategy: How to Allocate Tokens Fairly When Demand Exceeds Supply

TARGET AUDIENCE

Web3 founders, CMOs, and growth leaders preparing a public token sale.

IMPROVEMENT OBJECTIVE

Improve the draft before publication to maximize search ranking potential and secure citations in **ChatGPT, Gemini, and Perplexity**.

IMPROVEMENT BREAKDOWN

TMX Identified the Highest-Priority Gaps

The first full TMX review scored the draft **75/100**. The article already covered the core topic and had strong readability, but **five areas** limited its ability to outperform competing content, rank in search, and earn citations from AI engines:

1. Info Gain: **62/100**
2. Verified Sources: **72/100**
3. SEO: **78/100**
4. Outrank: **72/100**
5. Voice Match: **62/100**

TMX Visibility > Draft Studio > Token Sale Oversubscription Strategy: How to Allocate Tok...

640 credits

Dhya articles Team member

Yama

STATUS In progress PRIORITY Medium ASSIGNEE dhya CREATED DATE Aug 5, 2026 DUE DATE Set date... LLM CREDIT USAGE 238

H1 B I T All changes saved Saved Publish & Add to Live Tracking Assistant Visibility 80 /100

Brief What this article is targeting — the more you fill in, the more accurate its scores and improvements Show

Token Sale Oversubscription Strategy: How to Allocate Tokens Fairly When Demand Exceeds Supply

TL;DR

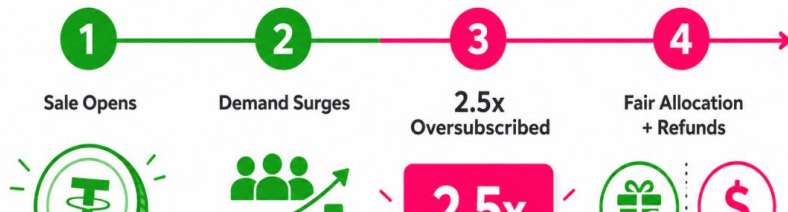
Fair allocation in an oversubscribed token sale comes from rules set before the sale opens. Projects should first define the holder base they want after TGE. That goal then drives the allocation method. Fill-from-the-bottom or a capped lottery spreads supply broadly, while capped pro-rata preserves larger committed buyers. Coinbase proved the first approach at scale when its Monad sale closed 1.47 times oversubscribed. Per-wallet caps, sybil-resistant priority tiers, and a dated refund procedure complete the rule set. Publishing these rules before the window opens, with worked examples, reduces post-sale disputes when demand exceeds supply.

What Does Oversubscription Mean in a Token Sale?

When a token sale receives more demand than supply, the allocation method you choose determines who becomes a holder and how concentrated the supply becomes. Oversubscription is a situation where buyers demand more tokens than a sale offers. For example, a \$10 million sale receives \$25 million in demand. This makes the sale 2.5x oversubscribed. If this happens, the project must decide who receives an allocation, how much each buyer gets, and who receives a refund.

Oversubscription Scenario in Token Sale

When demand is higher than supply



I'll score your article across all KPIs and show you where to focus first.

Scored every KPI.

Your Visibility Score: 75/100 — one point below your target of 80.

Here's the breakdown by KPI:

KPI	Score	Status
Info Gain	62	Lowest — needs major novelty boost
Verified Sources	72	Second lowest — claims need attribution
Outrank	72	Missing competitor page comparison
Voice Match	62	Sales-pitch creep in closing; long sentences
SEO	78	Solid, minor link gaps
Funnel Alignment	78	Reads TOFU when it should be MOFU
Entity Coverage	78	Strong method coverage
Semantic Gap	88	All core questions answered
Hemingway	90	Excellent readability
AI Detection	12	Highly human (lower is better)

Start here: Info Gain (62). Your article covers standard knowledge well but lacks the original material or data that competitors can't replicate. The major gap: no empirical outcomes—holder concentration metrics, price impact by method, or real-world success/failure case studies. The novelty points you DO have (Coinbase's Monad example, the goal-driven method-selection framework) are strong, but they're not enough to lift the score on their own.

Publish

Ask AI, or type / for actions...

1. Add Original Insight and First-Party Evidence

TMX helped turn a general comparison into original analysis grounded in TokenMinds' own project experience.

TokenMinds added the **Ape in Poker Tokenomics Case Study**, showing how different unlock and vesting schedules were applied across investors, public participants, the core team, and developers.

First-party experience gives the article distinctive information that competitors cannot easily reproduce, giving AI search engines more useful material to cite.

2. Strengthen Key Claims with Clear Attribution

TMX helped distinguish modeled projections from verified facts and supported key benchmarks with credible sources.

TokenMinds added direct attribution for the Ape in Poker projections, clarified that they are modeled scenarios rather than guaranteed outcomes, removed the unverified 70% pro-rata statistic, and cited Webacy to support the Gini coefficient threshold.

Clear attribution and reliable references strengthen the article's credibility and make its claims easier for readers, search engines, and AI assistants to verify and cite.

TMX Visibility > Draft Studio > Token Sale Oversubscription Strategy: How to Allocate Tok...

640 credits

DA Dhya articles Team member

Y Yama

STATUS In progress

PRIORITY Medium

ASSIGNEE dhya

CREATED DATE Aug 5, 2026

DUE DATE Set date...

LLM CREDIT USAGE 238

Paragraph B I T

All changes saved

Saved

Publish & Add to Live Tracking

Assistant

Visibility 80 /100

Improve SEO

what this article is targeting — the more you fill in, the more accurate its scores and improvements

Token Sale Oversubscription Strategy: How to Allocate Tokens Fairly When Demand Exceeds Supply

TL;DR

Fair allocation in an oversubscribed token sale comes from rules set before the sale opens. Projects should first define the holder base they want after TGE. That goal then drives the allocation method. Fill-from-the-bottom or a capped lottery spreads supply broadly, while capped pro-rata preserves larger committed buyers. Coinbase proved the first approach at scale when its Monad sale closed 1.47 times oversubscribed. Per-wallet caps, sybil-resistant priority tiers, and a dated refund procedure complete the rule set. Publishing these rules before the window opens, with worked examples, reduces post-sale disputes when demand exceeds supply.

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Oversubscription Scenario in Token Sale

When demand is higher than supply

1

2

3

4

Sale Opens

Demand Surges

2.5x Oversubscribed

Fair Allocation + Refunds

1

Lead with allocation decision framework, not definition

EST. IMPACT +7

WHAT

Rewrite the opening paragraph to start with the core actionable insight ('choose your allocation method based on target holder base') before explaining what oversubscription is; move the definition to the second section.

WHY

Readers searching 'token sale allocation' or 'oversubscription allocation' need the decision framework first, not a definition; moving the actionable insight forward improves intent alignment and scannability.

Apply this change?

REMOVE

Oversubscription is a situation where buyers demand more tokens than a sale offers. For example, a \$10 million sale receives \$25 million in demand. This makes the sale 2.5x oversubscribed. If this happens, the project must decide who receives an allocation, how much each buyer gets, and who receives a refund.

ADD

When a token sale receives more demand than supply, the allocation method you choose determines who becomes a holder and how concentrated the supply becomes. Oversubscription is a situation where buyers demand more tokens than a sale offers. For example, a \$10 million sale receives \$25 million in demand. This makes the sale 2.5x oversubscribed.

Reject Confirm

SEO

3. Align the Article With Search Intent

TMX helped make the article easier to find, navigate, and understand by placing the most useful answer earlier and strengthening its content structure.

TokenMinds rewrote the opening to explain how allocation affects the holder base, then added links to related token-sale guides and the FAQ: “What is the best allocation method for token sales?”

Direct answers, clear headings, and relevant internal links help readers, search engines, and AI assistants find and understand the article’s most useful information.

TMX Visibility > Draft Studio > Token Sale Oversubscription Strategy: How to Allocate Tok...

640 credits

DA Dhyra articles Team member

Y Yama

STATUS In progress

PRIORITY Medium

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CREATED DATE Aug 5, 2026

DUE DATE Set date...

LLM CREDIT USAGE 238

Paragraph

All changes saved

Published & Add to Live Tracking

	Every request is served until the same percentage	Edge cases in allocation come	There will be more of the supply
First come, first served	Requests fill in order of arrival until supply runs out	Bots and fast traders	Real users lose to automation
Lottery	Winning requests are drawn at random, often at a fixed size	Small buyers, through equal odds	Committed buyers may receive nothing
Tiered allocation	Buyers receive different caps based on activity, points, or role	Early contributors and real users	Complex to run and to defend
Fill-from-the-bottom	Smallest requests fill first until supply is exhausted	Small and mid-size buyers	Large buyers receive partial fills

No method is neutral. Pro-rata sounds fair because every buyer gets cut by the same percentage. In practice, whales still walk away with most of the tokens. First come, first served turns the sale into a race, and bots win races. A lottery gives everyone equal odds but ignores loyalty and past contribution.

In practice, pro-rata dominates public sales. Public launchpads show that pro-rata is the most common allocation method, often paired with tiered contribution caps. Fill-from-the-bottom remains rare outside exchanges like Coinbase, partly because it requires sorting large contribution lists—an expensive operation on-chain. Lottery allocation works best for smaller rounds (under \$5 million) where complexity is manageable and holder count is the primary goal. Early-stage projects (seed and Series A) favor tiered allocation to reward early contributors; later-stage projects favor pro-rata with hard caps to scale fairly across thousands of participants. First-come-first-served has largely disappeared from professional sales due to gas-war risk and its implicit bias toward automated bidders over real users.

This is why the choice is a distribution decision, not a technical detail. Whichever method the project picks, that method decides who the first holders of the token will be.

How Does Coinbase's Fill-From-the-Bottom Model Work?

How Coinbase's Fill-From-the-Bottom Model Works

Assistant

Improve Outrank

1 Add smart contract automation section on allocation execution

2 Add edge cases and dispute resolution procedure

3 Add adoption data: which allocation methods projects actually use

EST. IMPACT +8

WHAT

Insert a new paragraph after the allocation methods table showing which methods dominate by project stage/size, backed by pattern analysis from public sales platforms, with source matrix tied to each approach.

Apply this change?

REMOVE

No method is neutral. Pro-rata sounds fair because every buyer gets cut by the same percentage. In practice, whales still walk away with most of the tokens. First come, first served turns the sale into a race, and bots win races. A lottery gives everyone equal odds but ignores loyalty and past contribution.

ADD

No method is neutral. Pro-rata sounds fair because every buyer gets cut by the same percentage. In practice, whales still walk away with most of the tokens. First come, first served turns the sale into a race, and bots win races. A lottery gives everyone equal odds but ignores loyalty and past contribution.

Reject

Confirm

OUTRANK

4. Add the Practical Sections Competing Articles Missed

TMX helped expand the draft from a basic allocation-method comparison into a more complete guide covering implementation risks and operational scenarios.

TokenMinds added “How Allocation Logic Gets Built On-Chain,” covering escrow, automated refunds, sybil defence, and gas-cost trade-offs. The team also added “Handling Edge Cases and Disputes,” covering failed KYC, tier disputes, duplicate-wallet claims, and refund escalation.

VOICE MATCH

5. Make the Article More Analytical and Consistent with TokenMinds' Tone

TMX helped replace vague or promotional wording with clearer operational guidance that better matched TokenMinds' expert voice.

TokenMinds replaced broad claims with clearer outcomes such as reduced disputes, holder concentration, and measurable demand signals. The team also shortened longer sentences and kept promotional messaging separate from the article's main analysis.

A consistent analytical voice strengthens TokenMinds' authority and makes complex guidance easier for founders and decision-makers to understand and trust.

TMX Visibility > Draft Studio > Token Sale Oversubscription Strategy: How to Allocate Tok...

640 credits

DA Dhya articles Team member

Y Yama

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Paragraph B I T

All changes saved

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Publish & Add to Live Tracking

Assistant

Visibility 80 / 100

Improve Voice Match

Fair Allocation Starts Before the Token Sale Opens

An oversubscribed token sale can end in two ways. It produces measurable oversubscription ratio that shapes post-TGE holder concentration, or it generates post-launch disputes that erode buyer confidence and derail momentum. The difference is not luck. The difference is whether the rules existed before the sale opened.

The preparation list is short. Pick the allocation method that matches the target holder base. Set the buyer caps. Define the priority tiers. Write the refund rules. Then publish all of it before the window opens. Teams that publish rules before the sale window open reduce post-launch disputes. They move from managing crises to executing launches. The full token launch sequence—from tokenomics through post-TGE vesting—is outlined in this guide on [how to launch a token](#).

TokenMinds supports projects at this design stage. The team helps select the allocation model, set buyer caps and priority tiers, plan refunds, and align distribution with post-TGE goals. Founders preparing a public round can request a [sale allocation design review](#).

Design Fair Oversubscription Rules With TokenMinds

Allocation design affects more than one sale event. It determines who becomes a holder, how concentrated the supply gets, how refunds are handled, and how the round positions the token for TGE.

TokenMinds helps projects design fair oversubscription rules before the sale opens. This covers selecting the allocation model, setting buyer caps and priority tiers, planning refund logic, and aligning distribution with the desired holder base and post-TGE goals. Projects receive a recommended allocation method, a complete rule set for the sale terms, and a communication plan covering pre-sale publication and post-sale reporting.

[Book a sale allocation design review with TokenMinds.](#)

FAQs

- What is the best allocation method for token sales?**

The best allocation method depends on the holder base you want after TGE. Fill-from-the-bottom works for broad community distribution. Pro-rata with hard caps suits projects that need committed capital with limits. Tiered allocation rewards existing users. Each method creates a different outcome, so choose based on your distribution goal, not on simplicity.
- How should a project allocate tokens if its sale is oversubscribed?**

1 Replace marketing language with analytical claim in opening argument VOICE MATCH

2 Cut promotional closing paragraphs that break analytical register VOICE MATCH

EST. IMPACT +9

WHAT Remove the final two paragraphs ("TokenMinds helps projects design..." and "Book a sale allocation...") that shift into sales pitch mode and contradict the analytical voice throughout.

WHY Sections explicitly marked as "Design Fair...With TokenMinds" and "Book a call" are pure sales copy and

Delete this passage?

REMOVE

Design Fair Oversubscription Rules With TokenMinds Allocation design affects more than one sale event. It determines who becomes a holder, how concentrated the supply gets, how refunds are handled, and how the round positions the token for TGE. TokenMinds (https://tokenminds.co/token-sales/) helps projects design fair oversubscription rules before the sale opens. This covers selecting the allocation model, setting buyer caps and priority tiers, planning refund logic, and aligning distribution with the desired holder base and post-TGE goals. Projects receive a recommended allocation method, a complete rule set for the sale terms, and a communication plan covering pre-sale

Reject

Confirm

SUMMARY

TokenMinds Content Improvement with TMX Visibility

Area	Before TMX Visibility	After TMX Visibility
 AI Visibility	No clear view of whether TokenMinds content appeared in AI answers	80% of tracked articles cited by AI, 100% AI citation share, and a #2 best AI ranking
 Content Evaluation	Separate SEO and AI checkers with subjective interpretation	One Visibility Index measuring seven content, search, and AI signals
 Performance Reporting	AI visibility, traffic, and content costs tracked across separate tools	AI visibility, GA4 performance, and content costs tracked in one view , reducing the average cost to \$1.97 per website visit
 Optimisation Workflow	Periodic updates based on manual reviews and guesswork	A continuous improvement loop with prioritised article-level recommendations

Case Study

Try TMX Visibility on Your Content For Free

