

# \$COOKIE Holders & Stakers Report











July 2024

# Introduction

Following its listing on major exchanges including Bybit, KuCoin, Gate.io, MEXC, and Bitget the \$COOKIE token has seen a sustained rise in the number of holders and stakers, which means the project and its token have a growing user and holderbase.

Launching in the current market, \$COOKIE remains the strongest token in terms of ROI from IDO, out of tokens launched in May and June\*.

The 10 strongest \$COOKIE competitors listed May-June 2024 by ROI include:

TOKEN	ROI from IDO
 \$COOKIE	4.29x
 \$SKAI	4.22x
 \$LFT	3.67x
 \$GALAXIS	2.7x
 \$WSDM	2.7x
 \$LKI	1.57x
 \$SKR	1.54x
 \$MON	1.47x
 \$KIM	1.4x
 \$ULTI	1.4x




For this report Cookie3 Analytics was utilized to provide detailed data on \$COOKIE holders & stakers and benchmark it against top 3 competitor tokens in terms of ROI launched around the same time

\*based on Crypto Nation report

# \$COOKIE Key Metrics

<p> Holders &amp; Stakers  <b>18K+</b></p>	<p> Holders  <b>6.6K+</b></p>
<p> Stakers  <b>11.5K+</b></p>	<p> Average wallet age  <b>1+ yrs</b></p>
<p> Median net worth per wallet  <b>\$70</b></p>	

## Top 3 \$COOKIE Competitor Metrics

 <p><b>\$SKAI</b></p> <p> Holders: <b>3K+</b>          Average wallet age: <b>1+ yrs</b>          Median net worth per wallet: <b>\$236</b></p>	 <p><b>\$LFT</b></p> <p> Holders: <b>650K+</b>          Average wallet age: <b>1+ yrs</b>          Median net worth per wallet: <b>\$0.05</b></p>
 <p><b>\$GALAXIS</b></p> <p> Holders: <b>640K+</b>          Average wallet age: <b>1+ yrs</b>          Median net worth per wallet: <b>\$237</b></p>	

\*data gathered on July 29th 2024

\*\* all data comes from Cookie3 Analytics

# \$COOKIE Holders overview

There are over 6.6K holders of \$COOKIE (in addition to 11K stakers), with an average wallet older than one year, and a large proportion of wallets younger than 6 months. These are expected and healthy numbers for a project in this market, less than 3 months from listing.

The number of holders corresponds to the trend of increasing holder numbers with roughly a 60-40 spread of new holders (holding for less than a month) and committed holders (holding for over 1 month).

## A large proportion of whales holders

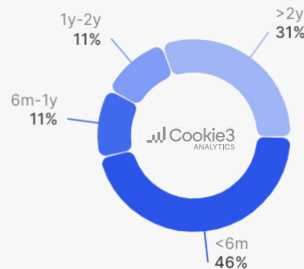
### Wallet age

Wallet age distribution in selected wallets

**453 days**

WALLET AGE (AVG)

- >2y (30.84%)
- 1y-2y (11.34%)
- 6m-1y (11.37%)
- <6m (46.45%)



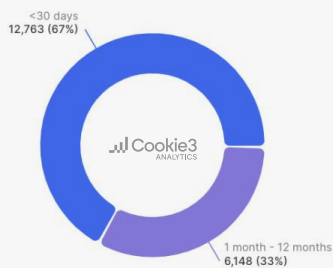
### Total wallets

**6,693**

Total count

### Holders by holding time

How long have holders been holding their tokens?



CATEGORY	VOLUME
<30 days	12,763
1 month - 12 months	6,148

The number of holders corresponds to the trend of increasing holder numbers with roughly a 60-40 spread of new holders (holding for less than a month) and committed holders (holding for over 1 month).

### Whales holdings

How much of the token is held by whales?



CATEGORY	VOLUME
Whales	92.12
Holders	7.88

A large proportion of whales holders indicates that \$COOKIE institutional and KOL investors stayed faithful to the token and keep holding it post listing. An 8% of token value held by non-whale holders is also a good indication that once the market is back there is potential for smaller retail investors to get on board.

# \$COOKIE Holders overview

## Holders count over time

Holders count for the selected token

7D 1M 3M 1Y



In the last month \$COOKIE has seen a steady increase in holder numbers with a large holder drop in the middle of July, which has a direct correlation with the unlock of the \$COOKIE Airdrop.

Currently, \$COOKIE holder numbers see a healthy steady growth, nearing the ATH of holder count.

The number of holders remains steady with over 6,000 holders in the past month.

\*data gathered on July 29th 2024

\*\* all data comes from Cookie3 Analytics

\*\*\* presented data does not include \$COOKIE Stakers

## \$COOKIE Holders overview

# Holders over time

Day	STILL HOLDING AFTER →							
	DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Jun 13, 24 New holders: 1609	71.5% 1,609	68.1% 1,151	65.8% 1,095	65.1% 1,059	62.2% 1,048	59.9% 1,000	58.1% 963	58.1% 963
Jun 20, 24 New holders: 1570	80.6% 1,570	78.4% 1,266	77.8% 1,231	76.4% 1,221	74.5% 1,199	73.2% 1,170	73.2% 1,170	
Jun 27, 24 New holders: 344	76.7% 344	73.3% 264	70.9% 252	69.5% 244	67.4% 239	67.4% 239		
Jul 04, 24 New holders: 267	84.6% 267	83.1% 226	80.5% 222	77.9% 215	77.9% 215			
Jul 11, 24 New holders: 845	36.8% 845	34.3% 311	32.8% 290	32.8% 290				
Jul 18, 24 New holders: 578	43.3% 578	38.9% 250	38.9% 250					
Jul 25, 24 New holders: 253	37.9% 253	37.9% 253						
Aug 01, 24 New holders: -	-							

Data shows that the \$COOKIE token has a great holder retention with 58.1% of holders who received and bought the token on TGE date still holding the token, and general retention rate was over 70% until July 11th.

The reason for the drop in new holders and retention from June 11th was probably caused by the airdrop unlock and the ST alert on Bybit, which has been removed by Bybit on July 29th and the new holders count has started to increase again, and the holders retention is expected to improve, which is also backed by the current price action of \$COOKIE.

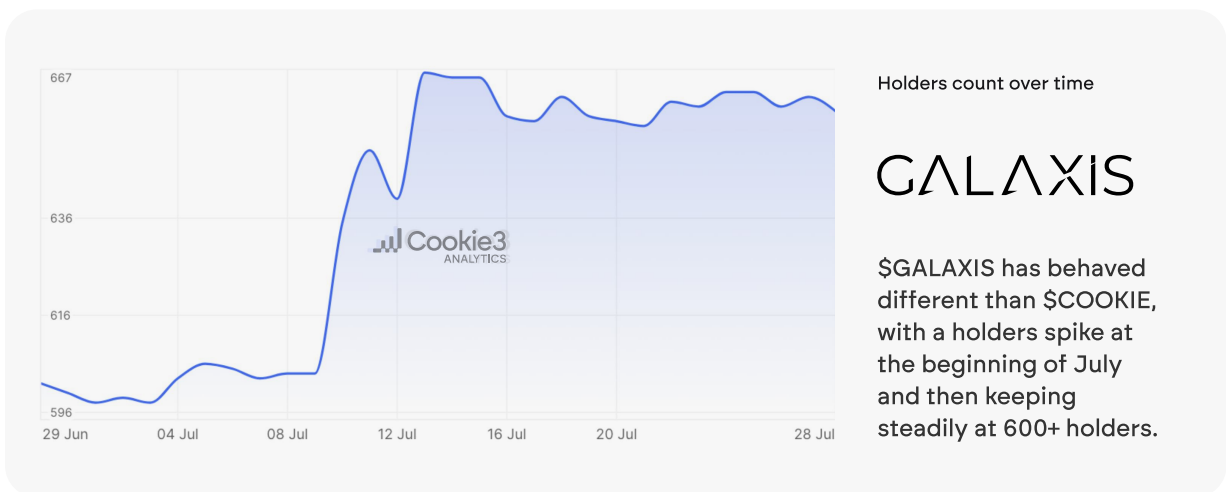
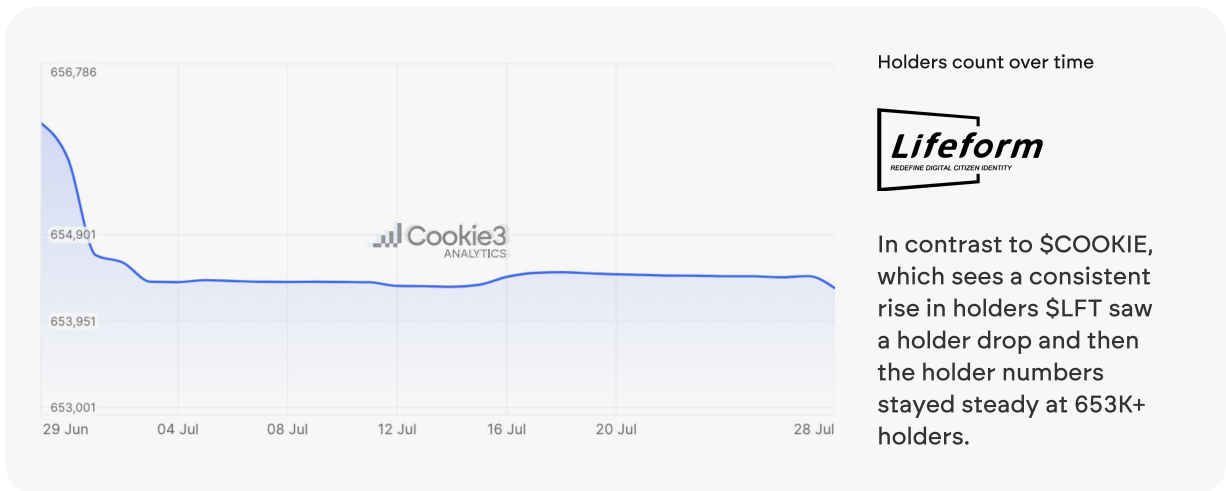
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\$COOKIE Holders overview

# Top 3 \$COOKIE Competitors Benchmarks



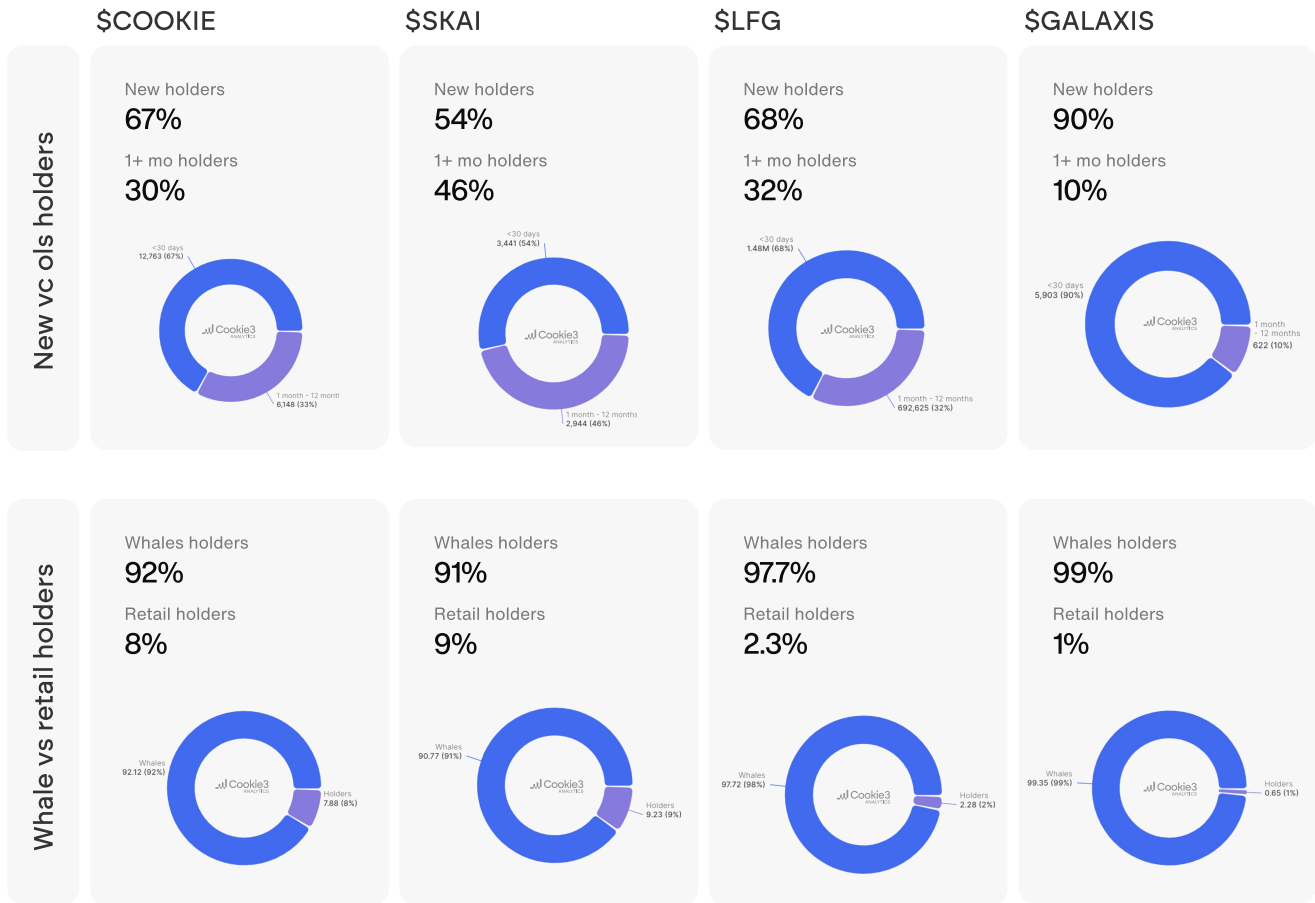
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\$COOKIE Holders overview

# Top 3 \$COOKIE Competitors Benchmarks



\$COOKIE demonstrates similar trend as the second best performing token launched in May-June 2024, \$SKAI, with a steady spread of olds vs new tokens and a healthy for a new project whale vs retail holders ratio.

\$COOKIE and \$SKAI perform better than \$LFG and \$GALAXIS having a larger proportion of retail users invested into the project, which might indicate a positive buying pressure for the market improved.

\*data gathered on July 29th 2024

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# \$COOKIE Holders Demographics

## Transactions

Total transactions and volume over time

2.43M

Total transactions

\$4.9B

Total volume (USD)



## Altcoins

USD value of altcoins held by selected wallets

\$116.91M

Total

\$16.51

Per wallet (median)

\$COOKIE holders complete almost 2.5M transactions monthly on BNB Chain, reaching a staggering \$4.9B total transaction volume.

This data indicates that \$COOKIE holders are strong active traders and Web3 users, indicating more similar holders may onboard onto \$COOKIE soon.

## Toknes

Most popular ERC20 tokens held by the selected wallets

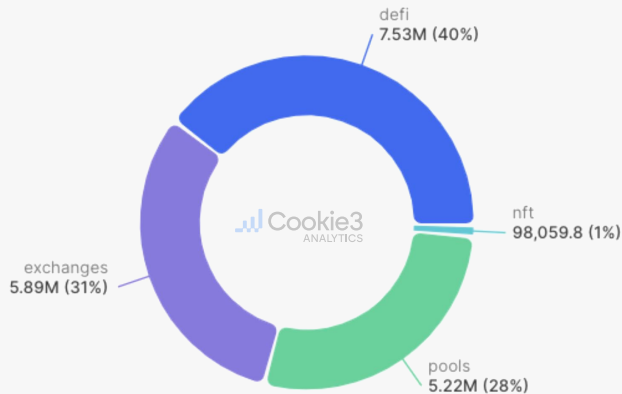
NAME	VALUE USD	% OF WALLET HOLDERS ↓
Cookie (Altcoins)	\$1.06M	100%
BNB (Native tokens)	\$3.02M	81.26%
Tether USD (Stablecoins)	\$25.73M	43.06%
USD Coin (Altcoins)	\$3.24M	11.7%
Ethereum Token (Native tokens)	\$1.43M	11.06%
ChainGPT (Altcoins)	\$1.46M	11.01%
Octavia (Altcoins)	\$985,906.05	9.83%
GT Protocol (Altcoins)	\$950,375.67	9.14%
BUSD Token (Stablecoins)	\$255,206.28	9.02%

Altcoins are extremely popular across \$COOKIE holders, with a total value of \$117M in altcoins held across all holders. This might indicate that when the overall market will improve \$COOKIE holders might add more \$COOKIE to their portfolio while more similar users could onboard as well.

# \$COOKIE Holders Demographics

## Categories of dApps

What categories of dApps the wallets transact with



\$COOKIE holders most popular dApp category is DeFi followed by exchanges and pools as the next favorite dApps taking most of the holders' activity. This indicates that \$COOKIE holders are likely to be traders and investors, which hints positively at the token sentiment and might indicate more similar holders in the future.

## Most popular dApps

dApps popularity sorted by volume in USD

DAPPS	VOLUME	TX COUNT
Debridge	\$22.95M	13,340
1inch	\$5.22M	1,825
Odos	\$1.66M	18
Zeroex (0x)	\$1.56M	1,511
Uniswap	\$776,011.4	2,478
Lifi	\$543,635.4	97
Linea	\$517,911.66	23
Kyberswap	\$514,998.4	98
Eth Bittorrent Swap	\$341,884.94	1
Arbitrum	\$326,727.47	23

Debridge is the most popular dApp by miles for \$COOKIE holders. The transaction count is over 6x higher than for the next most popular dapp, and the volume is over 4x higher. Debridge is the largest ETH -> SOL bridge, which means that \$COOKIE holders are very fond of Solana. This suggests that decisions to bring Solana airdrops to \$COOKIE stakers is a move in the direction in line with the community needs and tasted.

# \$COOKIE Stakers Overview

## Wallet age

Wallet age distribution in selected wallets

Wallet age (AVG)

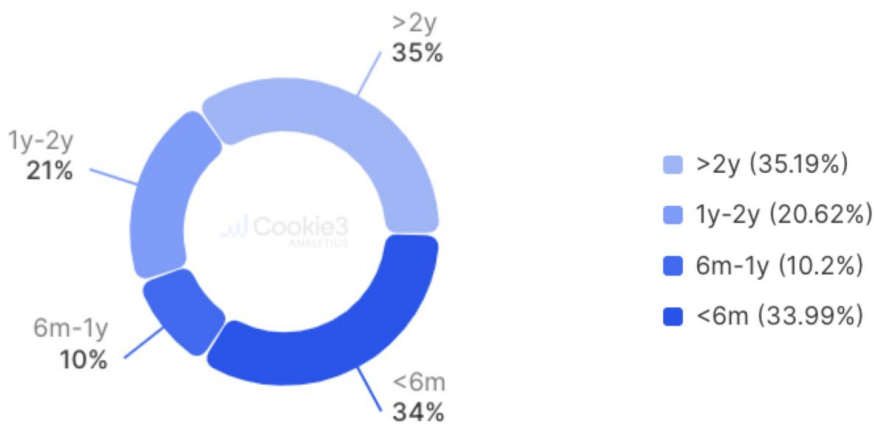
**533 days**

## Total wallets

Total count vs active in the last 30d

Total count

**11,542**



There are 11.5K \$COOKIE stakers which is almost the double of the amount of \$COOKIE holders. This means that users believe in the project and the token and are not worried about committing longer term to benefit from \$COOKIE's attractive APY.

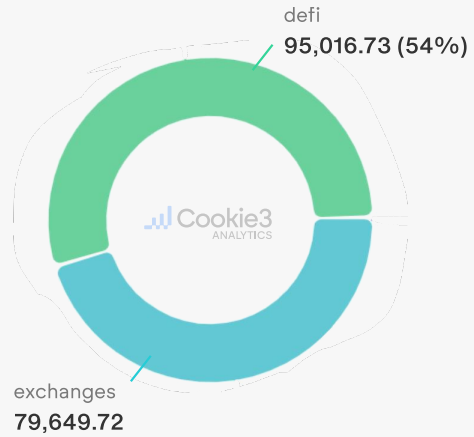
The median wallet age of stakers which is 533 days and wallet age distribution of 21% of wallets over 1 year old and the largest group of wallets being over 2 years old, means that \$COOKIE stakers are mature Web3 users that have been in the market for a significant amount of time. The fact that these users decide to stake \$COOKIE might indicate that investors have a positive feeling about the project's and token's future long-term and when the overall market improves.

# \$COOKIE Stakers Demographics

## Categories of dApps

What categories of dApps the wallets transact with

CATEGORY	VOLUME
defi	\$95,016.73
exchanges	\$79,649.72
pools	\$15,445.8
bridge	\$494.02
cross-chain	\$11.19
farming	\$10.15
staking	\$10.15



\$COOKIE stakers favorite dApps split 50-50 between DeFi and Exchanges, which suggests users who stake \$COOKIE are investors and traders looking for gems and strong investment opportunities. Such distribution of users should be a good indicator for the Cookie DAO and could be interpreted as a good sentiment surrounding the token.

NAME	VALUE USD	% OF WALLET HOLDERS ↓
BNB <small>Native tokens</small>	\$215,881.03	95.2%
Tether USD <small>Stablecoins</small>	\$152,352.27	31.59%
Ethereum Token <small>Native tokens</small>	\$9,333.21	18.8%
USD Coin <small>Altcoins</small>	\$20,398.86	17.6%
BUSD Token <small>Stablecoins</small>	\$1,349.51	12.53%
BTCB Token <small>Native tokens</small>	\$19,103.42	6.26%
Wrapped BNB <small>Native tokens</small>	\$1,576.29	5.48%
ChainGPT <small>Altcoins</small>	\$35,495.13	5.21%
PolkastarterToken <small>Altcoins</small>	\$34,013.72	3.23%

The popularity of stablecoins and native chain tokens used for gas further supports the argument of \$COOKIE stakers consisting mostly from traders and investors. The popularity of ChainGPT's and Polkastarter's tokens (\$COOKIE launchpads') within stakers' wallets, shows that many stakers are likely to be IDO investors who keep believing in the project and staking their investment.

# Summary

In summary, the Cookie DAO's \$COOKIE token shows healthy holder and staker stats 1.5 months post listing in the current market conditions.

The token sees a consistent increase in the numbers of holders and stakers, a similar or better performance when benchmarked against top competitors who listed within the same time frame.

## Learn more about \$COOKIE

Website

[cookie.community](https://cookie.community)

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