Overview

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  - Current advertising:
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- for user:
  - Platform in too much control
  - User privacy abuse, even cookie abuse. User privacy stored in centralised database, controlled by tech giants.
  - No Transparency
  - Users have Natural resistance of ads

- for advertiser:
  - Always need to balance GDPR compliance with precise targeting
  - Too many frauds
  - Cross-Device Tracking accuracy not good enough
  - For advertiser, conversion rate not ideal

We offer
- for user:
  - Users control the platform with democracy
  - User privacy can be accessed only by user him/herself (Encrypted user data stored in TEE) (zero knowledge proof used for advertisement distribution)
  - Users are aware of how their own data are being processed
  - Users are willing to accept ads consented by themselves. With smart matching algorithms and users detailed configuration, best catering to users' needs. No ads any more, only interesting feeds. (instead we provide a personalised service.)

- for advertiser:
  - No more worries about GDPR (full GDPR compliance with users fully consent)
  - With DID cooperation with Litentry (and slashing regulations), we could minimise frauds to a very low level
  - Account based tracking mechanism.
  - Conversion rate TBD