



# The Next Step in Performance Marketing Evolution

VERSION 1

# Introduction

There is a revolution being driven by a new technology that can be compared to the emergence of the internet in the early 1990s. This disruptive technology is called blockchain.

The blockchain offers the ability to restructure existing business models and entire industries to be completely decentralized, transparent, and to have their value based not on cash flow and profit, but rather on utility and adoption.

PeerMotion is a result of this revolution and aims to be the go-to platform for the performance marketing industry, built around blockchain technology.

PeerMotion unites brands, marketers, and affiliate networks into a decentralized, transparent, and fair network, consolidating and mending a fragmented market. This will allow all of these actors to significantly scale their existing business in a more secure and simplified way while at the same time solving the most critical industry challenges.

Performance marketing is accelerating, with 62% of brand marketing budgets moving to performance channels according to a [recent study](#) done by Tune and Acceleration Partners. Additionally, multi-billion dollar industry growth is projected to compound annually by [10% in the US](#) and [15% in the UK](#). On average, a brand earns \$21 for every \$1 spent on performance marketing, leading most other digital marketing categories.

Even though the future of the industry looks bright, it is still plagued by common problems that threaten to truncate its full potential. Fraud, lack of transparency, fragmentation, and poor alignment of incentives are just some of the most persistent challenges.

To keep the growth trend going, there are 5 key requirements that marketers, brands, and networks need to pay attention to:

## 1 FRAUD PROTECTION

Fraud has plagued the industry for years, but as more and more money flows into performance marketing channels, opportunities for deceit will only increase. Moving forward, a major focus on fraud protection and the facilitation of trust between all market participants will be paramount.

## 2 AUTOMATION

As more marketers and brands adopt performance marketing, it will be critical for performance platforms to build automation technology that helps everyone make the best decisions at scale.

## 3 TRANSPARENCY & OPENNESS

The days when affiliate marketers worked primarily from the shadows are over. Moving forward, brand safety and accountability will be critical factors to focus on if the industry wants to see continued growth. This means that marketers will need to operate in the open and brands will need to be more clear on their terms and conditions in addition to having mechanisms to hold their marketing partners accountable.

## 4 ALIGNMENT OF INCENTIVES

Marketers can always be incentivised to drive traffic, leads, and sales - the battle is making sure every action they bring results in a desirable ROI for the brand. The more tools brands have to evaluate, optimize and motivate for true results, the more aligned everyone's incentives become. It should be simpler for marketers to find the best offers aligned with their niche and skillset, and it should be easier for brands to work with marketers that produce the best ROI.

## 5 CONSOLIDATION

The performance marketing industry has yet to see any major consolidation, which leads to a lack of all the aforementioned critical factors and instead creates a fragmented industry with obstacles that prevent meaningful progress. The company that can consolidate the value chain within the industry in an open, fair, and decentralized way and bring it to market will ultimately win.

PeerMotion is creating a platform that puts all of these critical factors at the center of the solution, and strategically aligns participating users and partners with the industry's trajectory.

To accomplish this, PeerMotion is merging traditional industry practices with blockchain technology to create a 'performance marketing economy' and consolidate all the key components of the industry onto one platform, activated by the ERC-20 token, MOTN. This platform will be built around a powerful data

tracker (the Oracle) that will significantly increase trust between all users and solve the challenges market participants struggle with today.

PeerMotion is also taking a [unique approach](#) to ICOs, coining it the “Post Acquisition Initial Coin Offering” or “PACO”. The PACO approach is integration of M&A into a project’s roadmap from day one and explicitly setting aside a percentage of ICO proceeds for these purposes.

Leveraging the PACO approach, PeerMotion has identified, performed due diligence on, and executed LOIs with existing businesses and user communities that will accelerate growth from day one. This will allow immediate development and the ability to launch the platform around a conglomerate of thriving marketing businesses with existing users and cashflow.

The benefits of this approach are notable:

- ✓ Expedited product development by building on top of existing tech
- ✓ Instant cash flow
- ✓ Accelerated adoption and community engagement
- ✓ Accelerated network and relational capital in the industry

In the short term, fundraising, as well as the use of MOTN token, will accelerate product development, marketing, and strategic acquisitions for the realization of the platform. In the long term, PeerMotion’s goal is to build a performance marketing economy that ushers in a new age for the industry.

## Market Description

Internet marketing gives countless companies the ability to promote their products or services over the internet to potential customers. This has spawned a wide range of marketing strategies, one of which is **performance marketing**.

Performance marketing is the process of a brand partnering with an online marketer to promote the brand’s product to a larger audience. As the marketer secures leads or customers, the brand pays out a commission.

This is great for the marketer, because they don’t have to deal with the risk and overhead of creating their own product, they can just sell someone else’s and earn. And this is great for a brand because they are able to reach a larger audience, and they only pay as they get results. It is the best strategy a brand can use to get their product out to the maximum amount of consumers and accelerate their growth.



# Market Participants

## BRAND



Brands are the individuals or companies who have developed products or services to sell to customers. Performance marketing is a great way for a brand to get their products promoted by other people and increase their exposure. A brand will pay a commission to a marketer for leads and/or sales that they secure. The brand will create an affiliate offer and then find marketers to promote these offers.

## MARKETER



A marketer is an individual whose role is to take an offer from the brand and drive results to it by converting prospects into potential customers. They have the choice to work with a network or to work with the brand directly.

## NETWORK



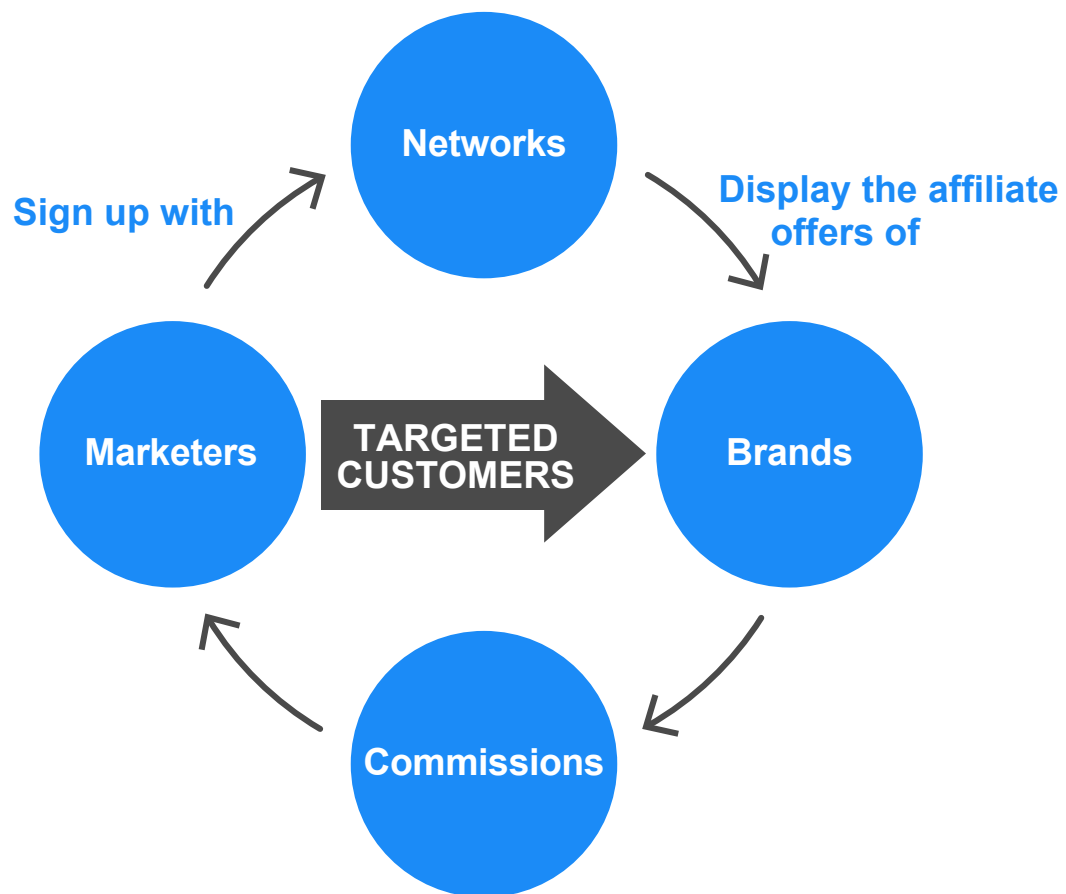
A network, is the 'middle man' who connects lots of offers from brands to lots of marketers to promote them. Networks serve as the intermediary between the brand and the marketer, which makes it easier for them to connect with each other at scale. They facilitate all payments, tracking, and support to the marketer.

## CUSTOMER



The customer is simply the individual who takes action on the offer, which results in the marketer, network, and brand getting paid. The customer is your everyday user who is browsing the internet, often not knowing they are converting a marketing offer when they perform an online action.

## Market Operation Scheme



## Market Size

Forrester Consulting interviewed 302 decision makers from advertisers and publishers that either earned a minimum of \$200 million in annual revenues or ranked in the top 5,000 sites by traffic volume in the US.

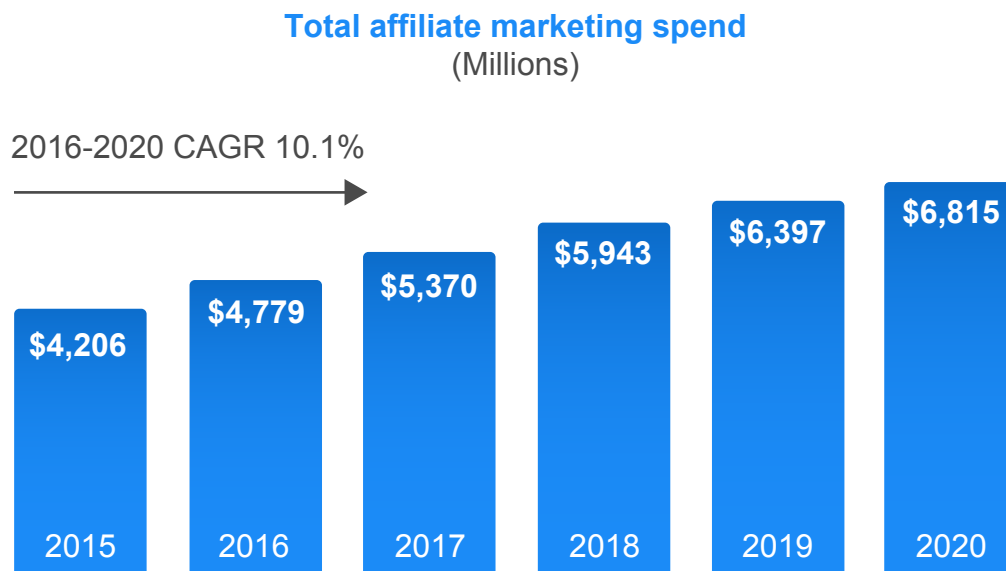
According to the [study](#), over 80% of brands and 84% of publishers run affiliate programs (offers).

In addition, more than 80% of brands devote 10% of their marketing budget to affiliate marketing.

In total, affiliate marketing spend in the US alone will increase by a compound annual growth rate of over 10% to an estimated \$6.8 billion by 2020. In the UK, the growth trajectory accelerates to over 15% year-on-year.

When the global market is considered, this figure increases to over 16%, outpacing even the display advertising and digital marketing spend category growth rates.

Another [recent study](#) by Tune and Acceleration Partners confirms the rapid growth of performance marketing, how more brands are moving their marketing budgets over to this channel, and what the critical factors are moving forward. PeerMotion is strategically aligned with all of these components.



**Source:** A commissioned study conducted by Forrester Consulting on behalf of Rakuten Affiliate Network, January 2016

## The Problem

Despite steady growth, the performance marketing industry is murky and rife with challenges, fragmentation, and fraud.

## Challenges for brands

### TIME & MONEY WASTED FINDING THE BEST MARKETERS:

Instead of marketing their products effectively, brands are wasting valuable time and money looking for marketers that will get them desired results.

Even if they join a network to expedite this search, they are immediately disconnected from the process of finding the right marketing partners - they don't know the marketers they are working with, what their track record is, or if they are going to get the results they need. For all intents and purposes, these marketers are members of the brand's team, but they are unfamiliar with each other.

On top of this challenge, brands lose money to regular network fees.

## **MARKETERS DON'T PLAY BY THE RULES OR REPRESENT A BRAND WELL:**

Whether working through a network or working directly with each other, brands have to blindly trust marketers to represent their brand well.

A brand could have hundreds or thousands of marketers sharing their message to the masses, but they don't know exactly what marketers are doing to secure the next lead or sale.

If marketers are misrepresenting the brand in an unethical or abnormal way, it will give customers a negative opinion of the brand and could lead to irreparable damage.

## **FRAUDULENT TRAFFIC, CHARGEBACKS AND REFUNDS:**

Because of the multiple layers and fragmentation in the industry - from a customer, to the marketer, through the network and finally to the brand, there is plenty of opportunity for people with the wrong intentions to take advantage of a brand and commit fraud.

One of the main challenges a brand will face when they expect to pay good money for good leads, is being sent fake customers by marketers on purpose or accidentally. These are bots that are meant to act like humans who are interested in their product, which ultimately wastes money.

Also, with digital products it can be difficult to assess whether a customer is actually deserving of a refund. For example, if a brand is selling an e-book or access to hidden content on their site, a customer can copy the content or take screenshots in just a few minutes. Then they can ask for a refund when in the eyes of the brand, a few minutes is not enough time to go through the content.

Similar to refund fraud but at a more malicious level, a customer can make an online purchase with their credit card, and then request a chargeback from the issuing bank after receiving the product.

## **Challenges for Marketers**

### **WASTED TIME AND MONEY FINDING PROFITABLE OFFERS TO PROMOTE:**

Marketers waste a lot of valuable and limited resources trying to connect with the right offers. Out of the vast sea of products, it can be difficult for them to discover which one will convert.



The only way to find out is through trial and error, which can be very expensive and severely limiting to especially new marketers who have limited budgets to start with. This experimentation can put a marketer out of business before they even have a chance to earn.

### **SPENDING HUNDREDS OF DOLLARS PER MONTH ON ESSENTIAL SOFTWARE TOOLS:**

Marketers have to spend lots of money on a regular basis for various software tools if they want a fair chance at success, and these tools are scattered across multiple domains and access points.

Just basic memberships to competitive research, tracking, keyword research, and landing page building software can cost the average marketer more than \$500 per month.

### **SHAVING LEADS:**

Shaving happens when a brand denies commissions or understates the conversions from a marketer and pays them less than what they deserve. This happens all of the time with no oversight. Essentially, the marketer is at the mercy of the brand with little to no recourse in most cases.

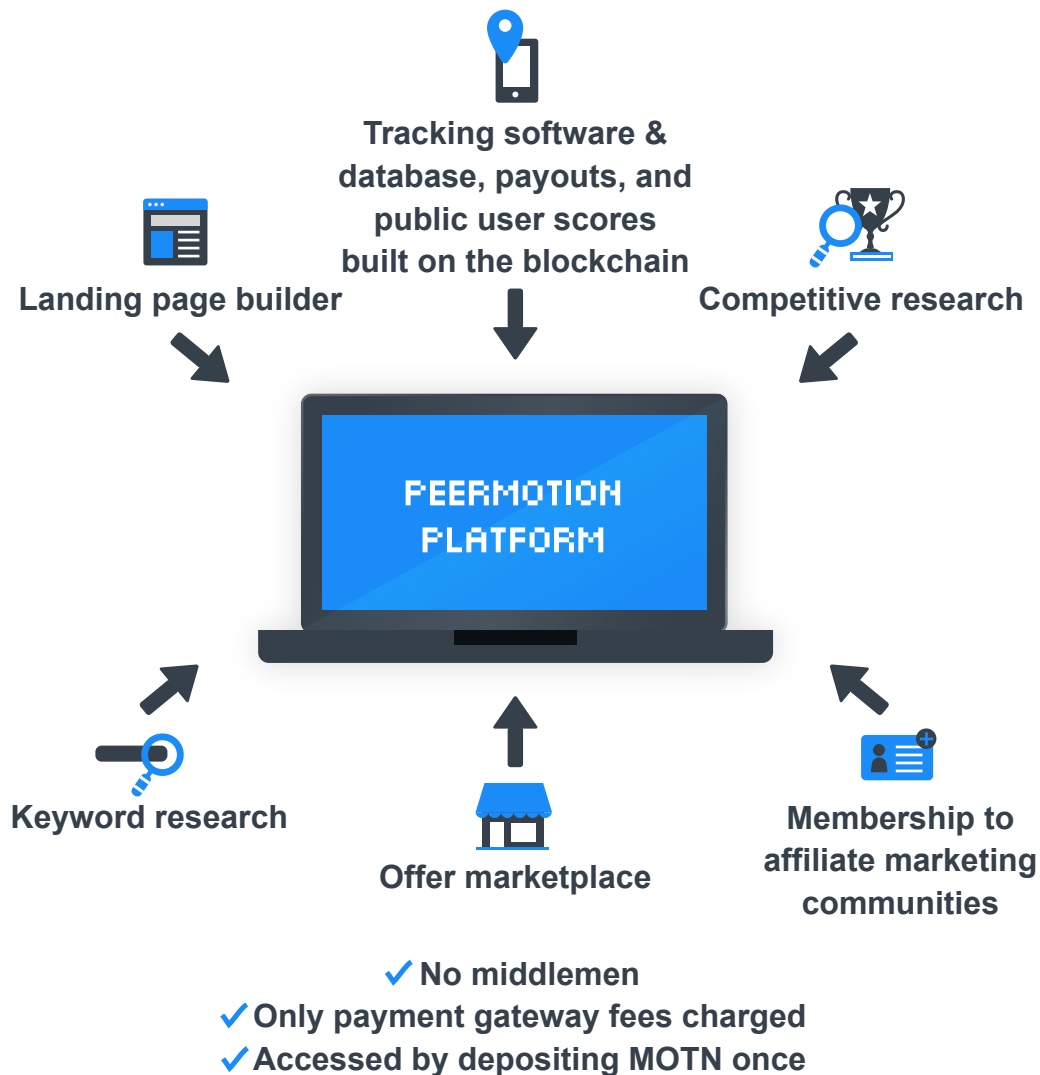
### **“SCRUBBING”:**

Sending the right traffic to a company's site is vital to the profitability of an marketer's efforts. A marketer can send an enormous number of leads to a website, but if the conversion rate is poor, a network may change the commission structure, or worse, tell the marketer they can't promote those offers anymore. This is considered lead scrubbing. This pays out a lower commission rate to marketers who bring a high volume of traffic with a low conversion rate.

### **BAD TRAFFIC:**

Marketers are constantly playing 'whack-a-mole' with bad traffic, wasting time and money, in addition to opening themselves up to unnecessary scrubbing from the brand. Bad traffic usually comes in the form of bots that are made to act like humans, and marketers can easily miss these, which dilutes the quality of traffic they are sending to an offer.

## Our Solution



By consolidating all the software tools and analytics brands and marketers use the most onto a single platform built around the Ethereum blockchain, these challenges can be significantly decreased, if not completely eradicated.

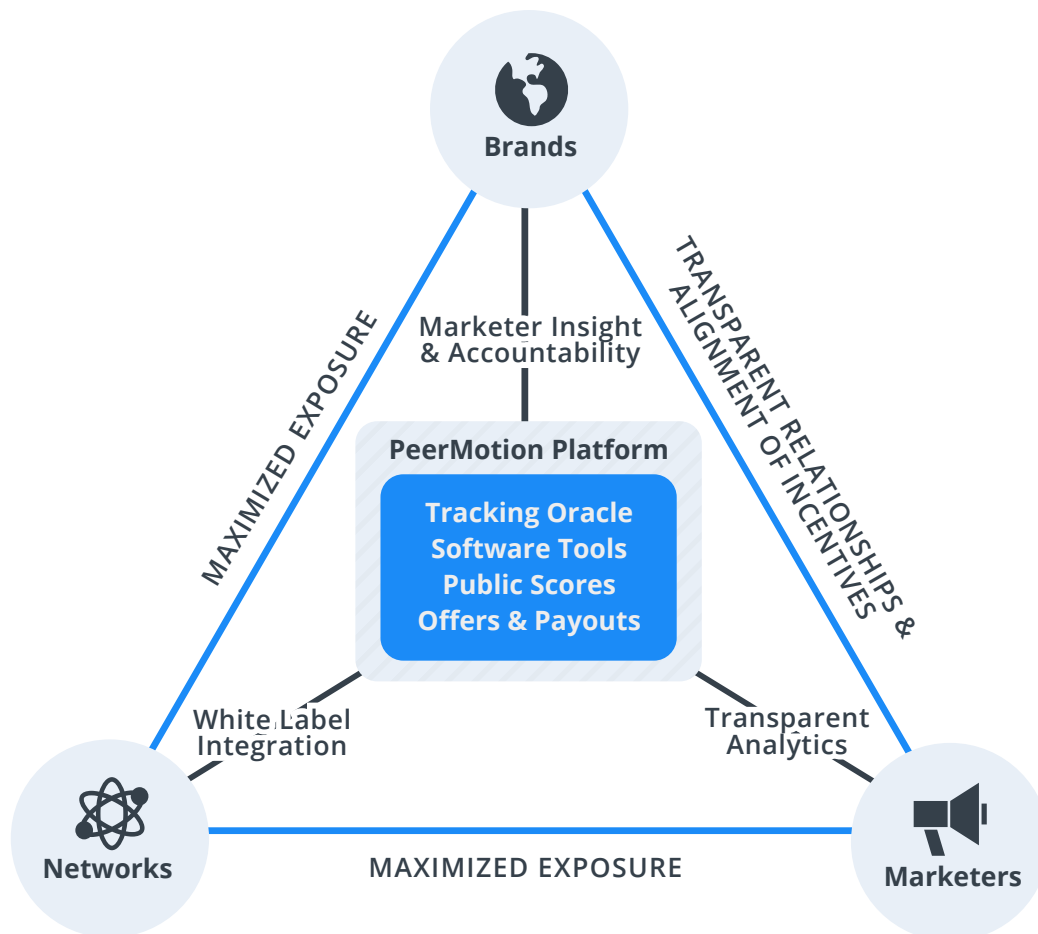
PeerMotion's goal is to:

- ☑ Build a "marketplace of marketing" that will connect thousands of offers with thousands of marketers.
  - Allow brands to create offers and specify terms, conditions, payouts and more.
  - Allow brands to find and connect with the best marketers for their offers within the marketplace and visa versa.

- ✔ Build industry leading tracking technology (the Oracle) around the Ethereum blockchain and alongside our “marketplace of marketing” to track, store, and actuate automatic processes on analytics across millions of URLs on both brand and marketer sites. This functionality will:
  - Allow automation and analytic capabilities that will help brands and marketers to make the best marketing decisions at scale. For example, automatically or manually approving additional funding to a high converting offer.
  - Allow each PeerMotion user to have a public score based on their performance which will aid in connectivity, familiarity and transparency between all users. For example, a brand can choose to work with one marketer over another based on the marketer’s score, and visa versa.
  - Allow offer terms, actions, analytics, and payouts to be stored on and verified by the blockchain. This will result in increased security and transparency between all users since all of this data will be available to PeerMotion members and subject to the immutability of the blockchain. For example, a brand creates an offer with terms and conditions stored in a smart contract. These terms and conditions can specify everything from preferred geo and demographic to tiered payouts for increased actions from the marketer. As the marketer completes required actions, the smart contract verifies and executes the appropriate payouts, never leaving the payout process solely to one user or a middleman who could commit fraud.
  - As all the above is implemented, all users will have a much clearer path to achieve an alignment of incentives.
- ✔ Integrate all the software tools that marketers use the most, including but not limited to competitive research (adspy), landing page builder, and keyword research.
- ✔ Provide access to pre-existing affiliate marketing communities for continued learning and support.

Significantly decrease and eventually eliminate common industry fees for both users.

  - PeerMotion only charges fees enough to cover payment gateway costs if payouts are in fiat.
  - A later phase of PeerMotion will introduce payouts in MOTN which will greatly diminish platform fees.
- ✔ Allow access to the entire PeerMotion platform for a single deposit of our native cryptocurrency, MOTN.



## Solutions for brands

### FIND THE BEST MARKETERS IN THE LEAST AMOUNT OF TIME:

Marketers waste a lot of valuable and limited resources trying to connect with the right offers. Out of the vast sea of products, it can be difficult for them to discover which one will convert.

All PeerMotion marketers will have a public score that is primarily based on their historical campaign performance. This score will be tracked and determined by PeerMotion's tracking database, the Oracle.

This will allow PeerMotion to surface the best marketers in the least amount of time and brands will be able to easily identify the ideal marketers for their offers based on the marketer's score and the transparency they will have into the marketer's performance.

Statistically, 10% of affiliates drive 90% of total volume to an offer. PeerMotion's goal is to provide the most expedient path for brands to work with that 10%.

### **MARKETER INSIGHT AND ACCOUNTABILITY:**

By having access to the Oracle, brands will also be able to see analytics for each page that marketers promote their offers on. This will allow maximum transparency between both participants, and brands can hold marketers accountable to the terms and conditions of the offer and for how their image is coming across to consumers.

Since payouts will be executed via smart contracts on the blockchain, brands can also rest assured that their marketing dollars are being spent on desired results.

### **INCREASED QUALITY TRAFFIC, HONEST REFUNDS AND CHARGEBACKS:**

Via the Oracle and related tools, marketers will be able to identify sources of bad traffic and mitigate, keeping them from hitting a brand's funnel and increasing the percentage of high quality traffic that is let through.

In addition, a future goal is for brands to be able to understand to what extent a customer has used their product or service when the customer requests a refund. If the Oracle shows the product has been used according to certain parameters, the brand can deny the refund or chargeback. This will eliminate the customer's ability to fraud the system.

PeerMotion also aims to store payments made with our native token in a multi-signature wallet with only a percentage releasing to the brand so that there are reserves available should the customer request a legitimate refund.

### **NO MIDDLEMEN, REDUCED FEES:**

Brands can connect directly with marketers in a transparent and secure way without middlemen. PeerMotion will also charge only payment gateway fees during payouts to cover the associated costs. These fees will be split evenly between brands and marketers.

## **Advantages for Marketers**

### **EFFORTLESSLY FIND THE BEST OFFERS:**

The Oracle will give marketers transparent statistics on offers, traffic and actions associated, how those offers convert, what the maximum commission structure is and more. This will give marketers a clear path to the best payouts available.

### **ACCESS TO ESSENTIAL SOFTWARE TOOLS WITH ONE AFFORDABLE DEPOSIT:**

Through proceeds from the token sale, PeerMotion will execute LOIs in place with existing software tools and integrate them with the PeerMotion platform.

PeerMotion marketers will be able to access all of these tools as long as they deposit the required amount of MOTN. There are no ongoing payments.

### **SIGNIFICANTLY DECREASE FRAUDULENT TRAFFIC:**

Through the use of the Oracle, marketers will be able to more easily identify both bot traffic and low quality traffic and shut down those sources, ensuring that they are sending only quality leads to brands' offers.

### **NO SHAVING:**

Affiliates will have transparent insight into each of the leads they send to a brand and how they are converting. This will ensure that less trustworthy brands never shave leads. A brand's public score will also be negatively affected if they shave leads or commit any other type of fraud, warning other PeerMotion users.

### **NO MIDDLEMEN, REDUCED FEES:**

Marketers can connect directly with brands in a transparent and secure way without middlemen. PeerMotion will also charge only payment gateway fees during payouts to cover the associated costs. These fees will be split evenly between marketers and brands.

## **Advantages for Networks**

### **INEVITABLE GROWTH WHILE RETAINING CURRENT REVENUE:**

Networks will be able to integrate their offers and marketers with the PeerMotion platform via a white label version of our platform hosted on a unique subdomain.

This will give a network's marketers exposure to more offers and conversely it will expose their offers to more marketers.

Networks will of course keep all of their current fees and revenue, but they will be able to earn more through this increased exposure. If network A's marketer promotes an offer from network B, then the fee is split between both networks, since one supplied the marketer and one supplied the offer.



In addition, the network will be able to provide all the benefits of the PeerMotion platform to their users.

Networks along with all marketers and brands associated with the white label version will need to hold the required amount of MOTN in order to gain access.

		Network A	Network B
		Offer	Offer
Network A	Marketer	Network A retains all fees	Networks split fees
Network B	Marketer	Networks split fees	Network B retains all fees

## Project Architecture

### The Token Economy

The PeerMotion (MOTN) token will be an ERC-20 compliant token built on top of the Ethereum blockchain, defined by an open-source smart contract and used for depositing in order to access the PeerMotion platform as well as for transactions in the PeerMotion ecosystem in a later phase.

### Key Token Functionality

*(NOTE: Some functionality listed in second tiers below will come at a later phase)*

MOTN token will have 5 key uses:

- ☑ Token is deposited by brands to gain access to the PeerMotion platform
  - Tier 1 (Less than \$3,000 worth of MOTN deposited)
    - Access to basic tracking through the Oracle
    - Access to software suite
    - 12 month data retention
  - Tier 2 (\$3,000+ worth of MOTN deposited)
    - Access to advanced tracking through the Oracle
    - Access to software suite
    - Offers automatically matched to marketers based on defined goals
    - Ability to connect directly with marketers and invite them to offers
    - Access to CRM module
    - 24 month data retention

- ☑ Token is deposited by marketers to gain access to the PeerMotion platform
  - Tier 1 (Less than \$1,000 worth of MOTN deposited)
    - Access to basic tracking through the the Oracle
    - Access to software suite
    - 12 month data retention
  - Tier 2 (\$1,000+ worth of MOTN deposited)
    - Access to advanced tracking through the Oracle
      - Can see advanced analytics on offers. For example, how traffic has interacted with the offer (e.g number of visitors who got through each stage of the funnel), past payouts for each offer etc.
      - Ability to have enhanced traffic distribution automation abilities through 'multiplaths' feature
    - Access to software suite
    - Access to CRM module
    - 24 month data retention
- ☑ Token is deposited by networks to integrate with the PeerMotion platform
  - \$20,000 or more worth of MOTN token deposited
    - White label version of PeerMotion
- ☑ Token is used for payouts on the PeerMotion platform (later phase)
  - Brands and marketers can opt to execute and receive payouts in MOTN instead of fiat to greatly diminish transaction fees. If payouts are executed in fiat currency, PeerMotion will charge the equivalent of the associated payment gateway fees (to be split 50/50 between both users).
- ☑ Token is used to access the software suite by non PeerMotion users who don't want access to the full platform, but only to a specific software tool.
  - For example, a marketer needs a competitive research tool, but does not desire access to the full PeerMotion platform. The marketer can either pay monthly for the tool using fiat, or they can deposit MOTN once and gain lifetime access.

## The PeerMotion Oracle

The Oracle will be a leading edge tracking software and database with added features for increased transparency, automation and fraud mitigation. Data collected by the Oracle will also be stored on the Ethereum blockchain and used to actuate smart contracts. These factors will differentiate the Oracle from most trackers found on the market today and usher in a new era of transparency between brands and marketers.

## Oracle Functionality

- ☑ Oracle tracking system for brands
  - For brands, the Oracle will provide a tracking code that will record the information about their offer website and its page(s) such as visitors, new vs repeat visitors, page views, sessions, average time on site, average time on offer page, bounce rate, country, referrer etc. The tracking code will also track conversions and ping the PeerMotion servers once a conversion happens, passing along relevant information such as visitor ID, offer ID, sale amount, time of sale etc.
  - All of the data tracked on each offer will be transparent and available for marketers to observe
- ☑ Oracle tracking system for marketers
  - The Oracle will send all incoming traffic that a marketer generates towards an offer through PeerMotion hosted tracking domains or subdomains (for example, tracking.peermotion.io). The Oracle will generate a unique subdomain for each account, but also allow users to enter their own unique domains into the system to be used for tracking purposes
  - There are two ways marketers can send traffic to the destination offer page:
    - Option 1 - sending traffic directly to the offer page
    - Option 2 - sending traffic to a landing page and then to the offer page
  - For tracking conversions on non-PeerMotion originated offers that are manually entered by the marketer, they will be given a postback URL/image pixel/iframe code that they can enter into the backend of their affiliate network. For PeerMotion originated offers no postback URL is need as the offer will already have a PeerMotion tracking code associated.

## PeerMotion Decentralized Scores & Profiles

The Oracle database will collect data for all participants involved, allowing it to assign a public PeerMotion score and profile for each user based on certain criteria.

For brands the criteria will include but not be limited to:

- ☑ Performance of their offers
- ☑ Popularity of their offers
- ☑ Amount of offers
- ☑ Payment history (is the brand paying marketers on time and in full?)
- ☑ Level of engagement and time to respond to marketers during one-on-one communication

For marketers the criteria will include but not be limited to:

- ✓ Conversion rates
- ✓ Traffic quality
- ✓ Traffic volume
- ✓ Click-through rates
- ✓ Preferred and best performing offer categories

This score will serve a few purposes:

- 1 TRANSPARENCY:** The score will allow brands and marketers to have a better idea of who they are working with. Brands can be more selective of who they approve for offers, and marketers can have the clearest path to the best brands and offers to work with.
- 2 CONVENIENCE:** Via an algorithm, PeerMotion has the ability to automatically match brands and marketers to each other based on their score. For example: after a brand has created and published an offer, an algorithm will aggregate a list of suggested marketers for that offer based on past performance in similar offer categories. This makes the process of connecting brands and marketers much simpler.
- 3 INCENTIVE:** Brands and marketers will be incentivized to continually improve their performance, as their score will correlate with their overall success on the platform. Marketers will be incentivised to perform better, as their score allows them to access better offers and payouts. Brands will be incentivised to post quality offers, and pay marketing partners on time. In addition, the scores help create an alignment of incentives so everyone is getting more of what they want.

## Platform Structure

*(NOTE: Additional details/technology not mentioned for simplicity)*

### Brand-Facing Technology

- ✓ PeerMotion.io web platform
  - Registration page/sign in
  - Dashboard
    - Tracking analytics
      - Sales
      - Payouts

- Profit
- Clicks
- Conversions
- Offers
- Marketing partners
- Tools
- MOTN wallet
- Score & profile

## Marketer-Facing Technology

- ☑ PeerMotion.io web platform
  - Registration page/sign in
  - Dashboard
    - Tracking analytics
      - Earnings
      - Cost
      - Profit
      - Clicks
      - Conversions
      - CR
      - EPV
    - Tools (single sign on)
      - Competitive research
      - Keyword research
      - Landing page builder
      - Forum communities
    - Campaigns
    - Offers
    - Landing pages
    - Traffic sources
    - Multipaths
    - MOTN wallet
    - Score & profile

## Network-Facing Technology

- ☑ White label version of PeerMotion.io platform hosted on a unique subdomain

→ Dashboard (unique to networks)

- Tracking analytics
  - Total sales
  - Total earnings
  - Network earnings
  - Split earnings
  - Marketers
  - Active offers
- Offers
- Product creators
- Marketers

## Platform Functionality

(NOTE: Additional functionalities not mentioned for simplicity)

### Key Functionality for brands

☑ Description

→ Brand onboarding

- Brands can create a profile, verify their domain, and deposit the required amount of MOTN to unlock full platform access

→ Offer onboarding

- Brands can publish offers for their products and outline specific terms and conditions

→ Marketer selection

- Brands can analyze public marketer scores, gaining valuable insight into their past and present performance across multiple data categories
- Brands can be matched automatically to marketers and invite them to promote their offer
- Brands can access a leaderboard that aggregates and ranks top performing marketers across the entire PeerMotion platform. They can also connect with these marketers one-on-one
- Search and filter functions will allow brands to narrow down potential PeerMotion marketers by category, quality metrics, offer sign up history, and more

→ Tracking

- Brands can access their analytics dashboard and optimize their campaigns using several tools and data sets



- Brands can access URLs where their offers are being promoted in order to hold marketers accountable for how their brand is being represented to consumers.
  - Brands can activate automation features that help them make the best decisions at scale (for example setting automatic funding parameters on offers if they are hitting predetermined criteria)
- ☑ User Flow
- Brand registers for the PeerMotion platform
  - Brand fills out basic information about their company and verifies their domain
  - Brand stakes MOTN token
  - Brand publishes their offer
  - Brand selects matched and desired marketers and invites them to participate or waits until marketers apply
  - Brand accesses tracking dashboard to observe and optimize offer performance and communicate with marketers

## Key Functionality for Marketers

- ☑ Description
- Marketer onboarding
    - Marketers can create a profile and deposit the required amount of MOTN to unlock full platform access
  - Offer selection
    - Marketers can browse and search for offers or be invited to exclusive offers by tier two brands
      - Marketers can analyze public brand scores, gaining valuable insight into their past and present performance across multiple data categories (for example, does the brand have a history of paying in full and on time?)
      - Tier two marketers will be able to see advanced performance analytics on all offers they browse
  - Tracking
    - Marketers can access their analytics dashboard and optimize their campaigns using several tools and data sets
    - Marketers can activate automation features that help them make the best decisions at scale (for example PeerMotion's 'mulipaths' feature that can automatically direct traffic to specific landing pages based on predetermined criteria)

## Key Functionality for Marketers

### → Tools

- Marketers can access PeerMotion's suite of software tools via single sign on functionality

### ☑ User Flow

- Marketer registers for the PeerMotion platform
- Marketer fills out their information
- Marketer stakes MOTN token
- Marketer uses search and filter functions to browse active offers
  - As the Marketer starts working through PeerMotion and further develops their PeerMotion Score and profile, our algorithm will start to automatically match them to the best offers for them
- Marketer signs up for an offer
- Marketer uses single sign on functionality to instantly access tools to help them build out their campaign
- Marketer accesses tracking dashboard to observe campaign performance

## Implementing PeerMotion

The current pattern of crypto projects is a well-worn path. A new idea is announced, people get excited, a token is issued, the project gets delayed, revenue is non-existent, partnerships aren't realized, and the team stays predominantly tech-focused while go-to-market strategies take a backseat.

To combat this, the PeerMotion team is introducing a new intentional approach to ICOs called the PACO which is outlined below.

## Capital Raise & Capturing the Market

It's clear that crypto has a looming problem - the majority of teams have failed to sufficiently focus on user acquisition and go-to-market strategies. Many projects neglect to create and execute a legitimate business model that insures their project moves from an exciting new idea to an established company with users and cash flow.

According to a recent [ICO Rating report](#), "only 9 percent of ICOs came from pre-existing businesses, while 46.6 percent of these fundraising projects amazingly 'had no development before their ICO campaigns' – meaning that they raised their money on the strength of an idea only."

By taking the PACO approach, PeerMotion can bypass this common crypto problem and build our project around a conglomerate of pre-existing businesses and user communities.

## What is the PACO?

PACO stands for Post Acquisition Coin Offering. Simply put, M&A is integrated into the roadmap from day one and a use of proceeds is explicitly set aside for these purposes. Prior to a raise, a project can identify, perform due diligence on, and then execute LOIs with existing businesses that will strategically accelerate the project's growth from the start.

The flow of this approach is as follows:

- 1 IDENTIFY:** Team identifies existing businesses that will expedite and/or add value to the project
- 2 DUE DILIGENCE:** Team perform due diligence, and upon satisfaction move to negotiate acquisition terms and executes LOIs
- 3 CAPITAL RAISE:** Team proceeds to complete their capital raise
- 4 ACQUIRE:** Team uses a percentage of the proceeds to fulfill the LOIs and acquires the businesses
- 5 MERGE:** Team incorporate the businesses appropriately into their project

Leveraging the PACO approach, PeerMotion has identified, performed due diligence on, and executed LOIs with existing businesses and user communities that will accelerate PeerMotion's growth from day one and allow expedited development and launch of the platform around a conglomerate of actual marketing businesses with existing users and cashflow.

The benefits include:

- ✓ Expedited product development by building on top of existing tech
- ✓ Instant cash flow
- ✓ Accelerated adoption and community engagement
- ✓ Significantly increased network and relational capital in the industry

# The Businesses

*(NOTE: Details and names have been censored due to contract agreements)*

These are existing businesses and user communities that PeerMotion has signed LOIs with. The majority of these businesses will be accessed through the PeerMotion platform via a single-sign-on function. The business will keep a level of separation from the PeerMotion platform and continue to operate as stand-alone business under the leadership of select general managers. This will provide PeerMotion with cash flow, a funnel of users, and an appreciating asset. Non PeerMotion users who are only interested in that specific software tool will be able to gain access by paying monthly with fiat, by depositing MOTN, or through the main PeerMotion platform after depositing that required amount of MOTN.

## BUSINESS TOTALS:

- ✓ Total users being acquired: 200,000+
- ✓ Total cash flow being acquired: \$581,000/year



**AFFILIATEFIX:** AffiliateFix is the #1 free forum in the world for affiliate marketers with 100,000+ members and 1,500+ affiliate marketing related companies. AffiliateFix is growing fast with a track record of 75-100 new registrations per day.



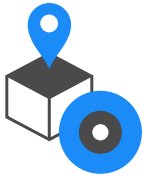
**CPA FORUM:** PeerMotion is acquiring another affiliate marketing forum with a stable name in the industry boasting 100,000+ members and growing organically at a similar pace to AffiliateFix.



**COMPETITIVE RESEARCH:** Trusted by affiliate networks, marketing agencies and direct advertisers for years, PeerMotion is excited to partner with an enterprise level spy tool unlike any on the market. With a database of over 19 Million unique ads from 25 countries, this platform provides marketers with true market trends that expose the most up to date and effective direct response campaign strategies on Native, Display and Adult.



**LANDING PAGE BUILDER:** PeerMotion is acquiring one of the newest and most exciting landing page builders to hit the market. Built by landing page experts, this page builder boasts impressive features and is packed with 100+ highly converting templates.



**TRACKING SOFTWARE:** PeerMotion is acquiring an existing tracking platform and building around it for expedited growth. This platform was built by well-known industry experts and has benefited users in the market since 2017. It boasts a robust set of features that will be baked into the PeerMotion platform.



**KEYWORD RESEARCH:** PeerMotion is currently in negotiation with keyword research tools for use on the platform in addition to outlining the custom development of this tool if necessary.



**CPA NETWORK INTEGRATION:** In order to get immediate traction once launched and accelerate the growth of the platform, PeerMotion will fulfill agreements with select CPA networks and integrate their marketers and offers into a white label version of the PeerMotion platform.

Benefits for networks:

- ✓ Increased revenue through offers cross-promotion across multiple networks. Participating networks will enjoy increased exposure of their marketers to more offers, and their offers to more marketers, resulting in more fees earned.
- ✓ Providing all the benefits of the PeerMotion platform to their user base which includes:
  - Access to our custom-developed sophisticated tracking solution
  - Access to an integrated suite of marketing tools:
    - Landing page builder and templates
    - Keyword research
    - Competitor research (adspy)
    - Existing affiliate marketing communities
- ✓ Additional benefit for their advertisers via cross-promotion of their offers to a larger marketer user base.
- ✓ Additional benefit for their marketers since they will have access to more offers from other participating networks.

# Team & Advisors

## Executive Team

**KYLON GIENGER** (CEO) CEO of AffiliateFix, the world's largest affiliate marketing community.

**ENRIQUE BLOCKBLISS** (CTO) Sr. solidity dev at BlockBliss. Has represented Mexico at international hackathons.

**OLIVER KENYON** (CMO) Co-founder of pagesource, speaker, and marketing authority with multiple successful ventures and exits in the performance marketing industry since 2011

**STEPHEN OLMON** (CSO) Entrepreneur and investor focused on emerging technologies. Currently advises several tech companies on strategic launch and growth.

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## Core Team

**DMITRY KAMINSKI** (Product Manager) Seasoned SaaS product manager with over 15 years of experience working in the web development and digital marketing space.

**JEREMY HOOD** (Operations Manager) Entrepreneur who has been focused on digital marketing with an emphasis on blockchain technologies since 2016

**MELISSA ARANDIA** (Web Designer)

**T J TUTOR** (Community Management)

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## Advisors & Evangelists

**HAYDEN MIYAMOTO** (Advisor) Investor focused on acquiring and operating profitable small cap companies (primarily in the online space)

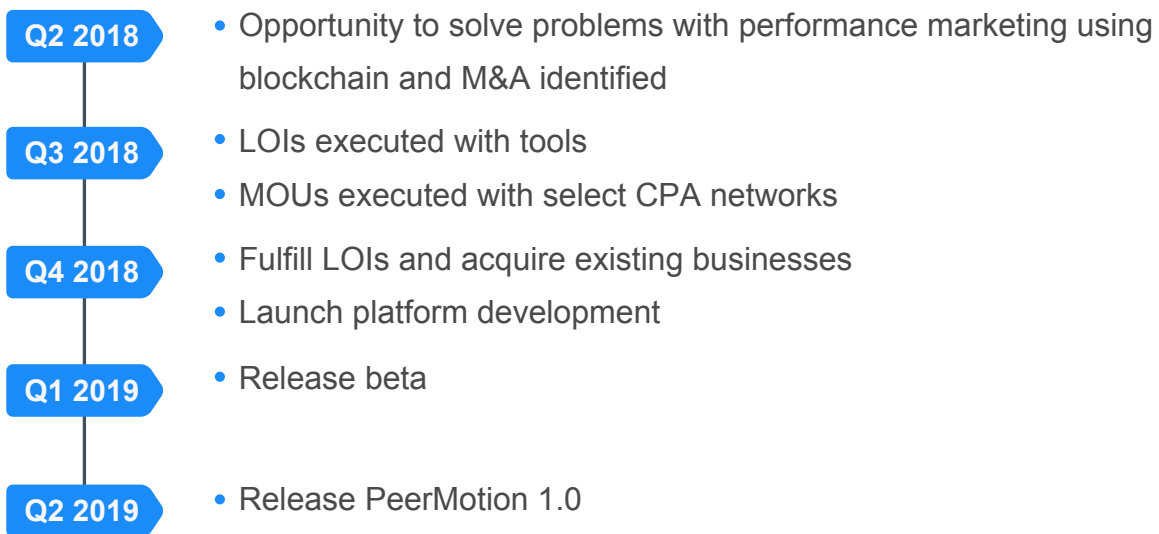
**DEVEN SONI** (Advisor) Former Goldman Sachs and Highland Capital, advisor to several projects including Polymath, Kind Ads, Stream & Coinfi

**IAN FERNANDO** (Advisor) Co-founder of Adroots, speaker and crypto enthusiast who has been involved in performance marketing and product creation and launch since 2007

**LUKE KLING** (Advisor) Director of marketing at PeerFly with who has been building businesses and communities in the affiliate marketing industry since 2004



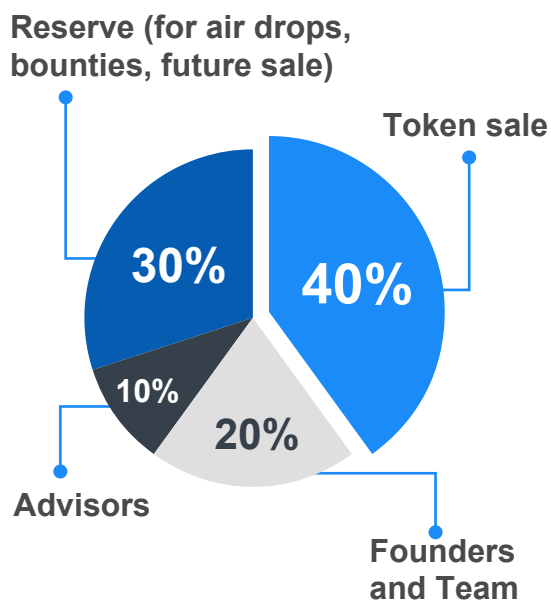
## Roadmap



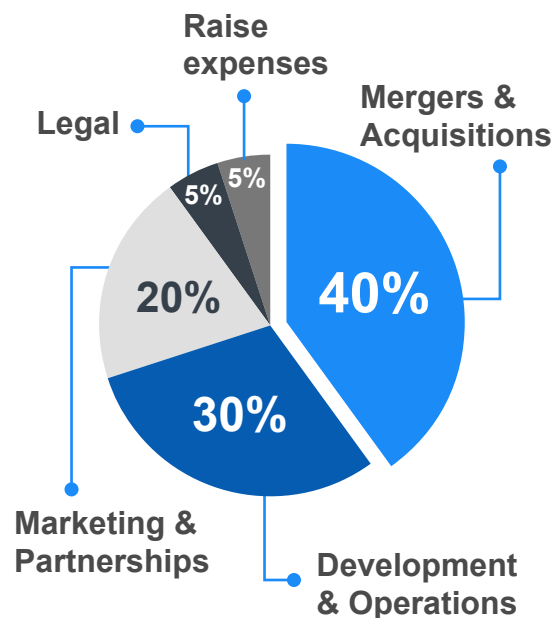
## Allocation of Funds

Of the 40% of tokens that have been allocated for fundraising, the majority of those will be sold via a private token sale. The remainder of the 40% will either be sold through a public token sale, airdropped, or given to strategic partners.

### Token Allocation



### Use of Proceeds



**TOKENS TO BE CREATED:**  
100,000,000 MOTN

# Appendix

## Network Integration Expanded On

The goal of the integration is to create a partnership between PeerMotion and existing CPA networks which will accelerate the growth of both participants by giving networks increased exposure to other offers and marketers, giving networks software that will benefit their users, and in turn increasing the adoption of PeerMotion's native cryptocurrency, MOTN. This will be accomplished by providing a white label version of the PeerMotion platform to select CPA networks.

### ONBOARDING

Onboarding will be a 2-step process.

- 1 The white label version of the PeerMotion platform will be set up and deployed by the PeerMotion team.
- 2 The PeerMotion team will assist the network with importing their existing offers and users.

### Integration Flow

Widgetnetwork.com wants to integrate with PeerMotion. The integration flow is as follows:

- ✓ The white label version is setup on a PeerMotion server under <https://pm.widgetnetwork.com>.
- ✓ The PeerMotion team will help the Widget Network import their existing advertisers, offers and marketers.
- ✓ The Widget Networks admin dashboard mimics the PeerMotion original dashboard, however instead of the PeerMotion logo and contact information users will see Widget Network's logo and information. Also the "welcome" email and various system alert emails from the platform will have Widget Network's logo & information
- ✓ Each brand / offer / marketer originating on <https://pm.widgetnetwork.com> will have a unique identifier associated with them within the system, so Widget Network admin can see at any time how many users / offers / marketers are active, track their own fees and also track the fees split with other networks.

- ✓ If Widget Network decides to terminate the integration at any point, the PeerMotion team can deactivate and remove all of the offers and accounts originating from <https://pm.widgetnetwork.com> based on the unique identifier above and take down the <https://pm.widgetnetwork.com> domain.
- ✓ This unique identifier will also be used to insure that all pre-existing and new user information originating from the participating network is kept separate and secure from the main PeerMotion database. PeerMotion will at no point use any user information originating from participating network's subdomains and identifiers.
- ✓ Networks will be responsible for promoting the integration and providing the software through their own marketing channels to their users.
- ✓ \$20,000+ worth of MOTN staked (deposited) is required for the network to complete the integration and keep access to the platform. PeerMotion will be gifting the required token to the first 5 networks that integrate. Product creators and marketers who sign up will also need to stake the required amount of MOTN to gain full access to the platform.
- ✓ Further integration terms and timeline will be agreed to and executed via an MOU.

## Functionality Highlights

- ✓ The network admin will access their dashboard to observe key analytics.
  - Sales, earnings, active users
  - High performing offers
  - High performing advertisers
  - High performing marketers
- ✓ Admin will be able to search for a specific offer or a user.
- ✓ Admin will be able to 'zoom in' on a specific offer to see its performance in more detail as well as see the conversions for this offer.
- ✓ Brands will have access to their dashboard, be able to manage their existing offers, add more offers and observe offer and marketer performance as described in the relevant sections of this whitepaper.
  - Brands will have to stake the required amount of MOTN token in order to complete their sign up process and gain access.
- ✓ Marketers will have access to their dashboard to manage their campaigns, browse offers and enjoy all the other functionalities and benefits as described in the relevant sections of this whitepaper.

- Marketers will have to stake the required amount of MOTN token in order to complete their sign up process and gain access.
- ✓ Both product creators and marketers will have access to the PeerMotion's software suite.

## PeerMotion DNA

### Mission

Our mission is to make online performance marketing the dominant strategy for brand acceleration and growth. The first step to accomplish this is building the most transparent and effective performance marketing platform in the world for brands and marketers.

### Core Values

#### DOING THE RIGHT THING

Integrity is the foundation of all success. Therefore we will not base our decisions on what seems expedient, profitable, or convenient. Our decisions will be based on what is ethical, moral, just, fair and right — regardless of the immediate personal or corporate cost.

#### DEFAULTING TO TRANSPARENCY

From the products and services we build, to the way we interact with our team members, investors, users, and partners, we default to and optimize for transparency. We believe that transparency breeds trust, and trust is the ultimate foundation to build upon.

#### CREATING QUALITY RELATIONSHIPS

We believe that business and personal success is built through relationships and that all quality relationships are mutually beneficial. We will always seek to develop win-win partnerships with our team members, investors, users, and partners. Our philosophy is “win-win” or “no deal.” We believe in relationship before project, and mutual success before individual gain.

#### COURAGEOUS LEADERSHIP

Our chosen role is a role of leadership — influencing and inspiring others to change, and grow to be and do all that they desire. Courage means we are entrepreneurial and thus take risks, reaching beyond current boundaries, experimenting with new approaches, challenging the status quo and leading our industry and others to new horizons.

## **DEFINING WEALTH BY WHO WE ARE**

We believe that wealth is not defined by what we have but by who we are. While we intend to build substantial wealth for ourselves and others, we ultimately pursue an out of the ordinary wealth of life which includes character more than accomplishment, quality more than quantity, attitude more than activity, balance more than busyness, effectiveness more than efficiency, financial freedom more than fat wallets and physical, emotional, mental and spiritual health more than just financial wealth.

## **DEVELOPING PEOPLE**

Our goal is to improve the quality of every life and every business we with. Every team member, investor, user and partner will be better off in some way because of their interaction with us.

## **CONTINUALLY PURSUING EXCELLENCE**

We are committed to the aggressive pursuit of excellence in everything we do. The standard of excellence will be higher tomorrow than it is today because of what we do. We believe doing less better, is better than doing more poorly. We will be pacesetters of quality and effectiveness.

## **BUILDING BEYOND BUSINESS**

We believe that our business exists for purposes beyond financial or business interests. All our decisions and actions are based on motives and goals which will ultimately make a significant difference in lives and in society. What we do today must always be measured against the ultimate legacy we want to leave behind.



**[contact@peermotion.io](mailto:contact@peermotion.io)**

**<https://www.peermotion.io/>**

 **<https://twitter.com/peermotion>**

 **<https://t.me/peermotion>**