



# ZilAds

Zilliqa Ad Network

## WHITEPAPER

### Community Driven Paid Advertising Campaigns

**Zilliqa Ad Network (ZilAds)** intends to solve a particular problem that many community members believe is inherent in distributed block-chain ecosystems; that of how to appropriately and effectively engage in marketing and advertising. We will offer a solution to this with community-based **paid** advertising and marketing campaigns.



## Supported Networks

**Social Networks** are the lifeblood of Crypto projects. We intend to buy advertising on behalf of the Zilliqa community to promote targeted keywords and #hashtags in the following networks.

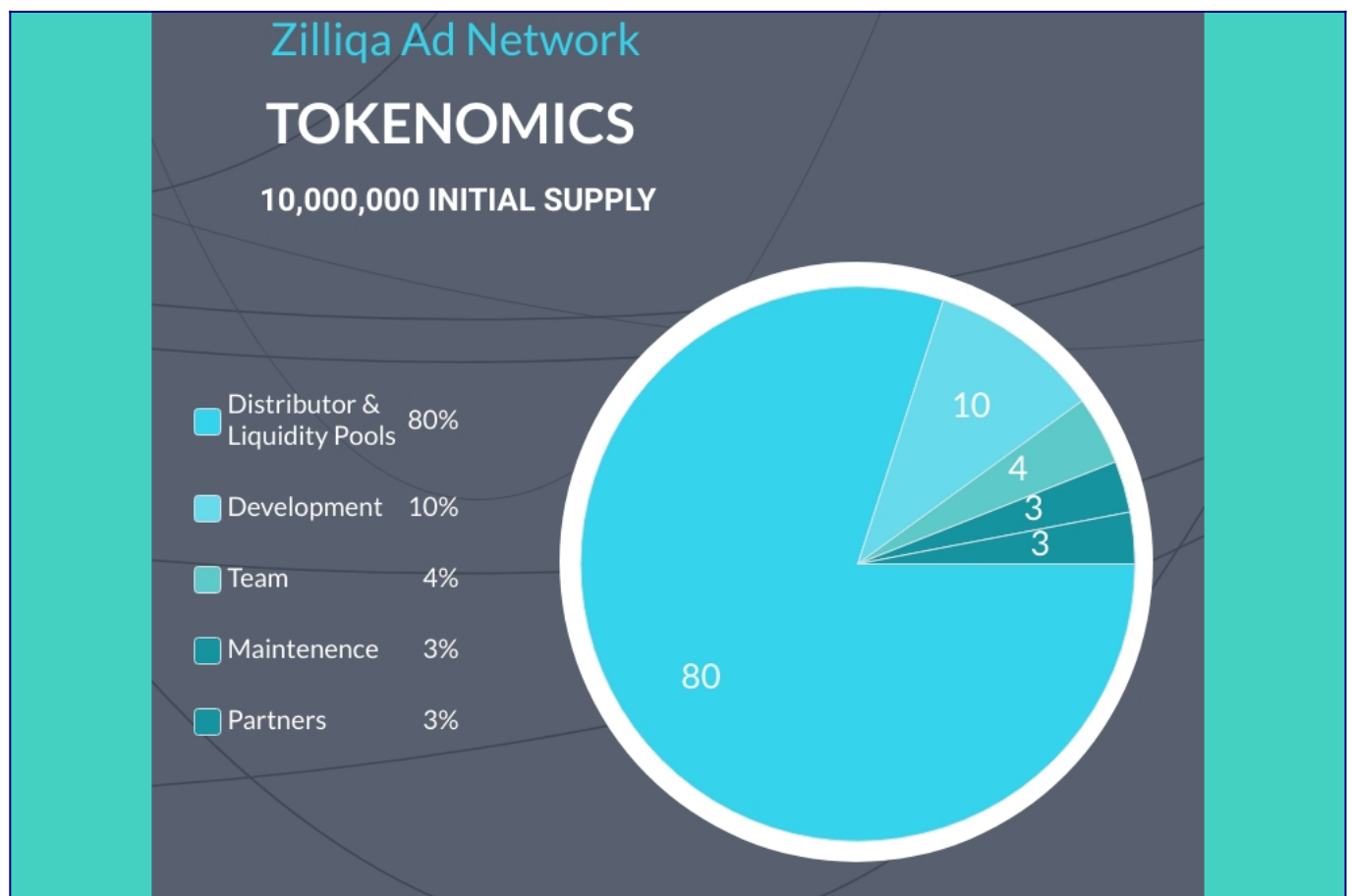
- Twitter
- Facebook
- Instagram
- Google
- Reddit
- LinkedIn

Initially, we will build ads for the Zilliqa Blockchain and its native \$ZIL token but we hope to also build many more **paid** campaigns for other ZRC-2 projects in the ecosystem.

## Zilliqa ADS Token

### Token Details

We are launching a ZRC-2 Token with the symbol "ADS" in partnership with M-ILO fair distribution launchpad. For more information on M-ILO please read the following [documentation](#)



## Initial Spending

We will spend 10% of our initial funds raised on launching the first paid ads throughout the network. The results of this spend will be analyzed for effectiveness to create the templates we will need going forward. The latest analysis will be viewable on our website.

## Token Burn

A certain percentage of each of our programs will contribute to a monthly burn schedule slated for the 15th of each month. The percentages will be published on our website as each new program is launched and a total burn graphic will display up to date burn information.

Our ADS token follows the MTSS standard for safe burning. You can read more about MTSS at the following [link](#).

## No Rewards Or Airdrops

We will **not** be offering any additional LP rewards, airdrops or other giveaways because we do not like what those unsustainable practices do for price volatility which hurts long term holders and real users.

## Launch Details

Our M-ILO launch will help us to create the Liquidity Pools on ZilSwap that will be needed for the greater community to become engaged in our program. From that point forward we will use a combination of spending and natural token price growth through sales to fund our operations. Ultimately this is a business opportunity that has the potential to become a powerful voice for the Zilliqa Ecosystem.

Many long-term token holders value their privacy and even anonymity. They would not want to use a credit card in order to do effective online promotions. Additionally, a far greater number of Zil holders are not whales and have limited financial resources. By implementing a shared community approach we believe our concept can be a solution to both of these problems (for the benefit of ALL stakeholders) while providing transparent reporting for each campaign. These reports will be made available to read on our [public GitHub](#) by any community member.

## Buying & Spending ADS

The ADS token can be purchased for the following three principle reasons.

- To speculate on the price of ADS (DYOR standard crypto disclaimers apply).
- To spend ADS for the greater good of Zilliqa's ecosystem with small amounts.
- To buy ADS for customized campaigns for your favorite token with larger amounts.

We are busy building cool new products that will allow anyone with ADS to spend as little or as much as they can afford. These include modules such as a Lotto module, a Polling module as well as a Donation module.

Soon you can visit ZilSwap using your browser or mobile wallet or click the BUY or SPEND buttons below. For future reference, our contract address is:

[zil1cs2au702hcx779yxdg49txjqe7rn989rty3wwy](#)

## ZilAds Team Members



As a small team, we try to automate as much general information flow as we can. When we are active online, you can reach out on our social media or ask in our dedicated Telegram group. If you do need an email response, please use the form below or directly email us [ZilliqaAds@gmail.com](mailto:ZilliqaAds@gmail.com)

## Thank you!

[Twitter](#) [Facebook](#) [Telegram](#) [LinkedIn](#) [GitHub](#) [Email](#)

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