

Decentralized Affiliate Marketing Platform

Project Name: Fili8

Value Proposition: Fili8 is a decentralized affiliate marketing platform that leverages Solana blockchain technology to ensure trustless payouts, transparent tracking of affiliate metrics, and reduced fraud. The platform empowers advertisers to launch campaigns with on-chain transparency while enabling affiliates to showcase their proof of work using PDAs and earn fair rewards.

Product-Market Fit: Traditional affiliate marketing platforms rely on centralized intermediaries, often leading to a lack of transparency, delayed payments, and disputes over performance metrics. Fili8 addresses these challenges by creating an ecosystem where campaign data, referrals, and payouts are fully transparent and governed by smart contracts.

Target User Profiles:

The Data-Driven Advertiser

- **Demographics:** Marketing professionals aged 28-45 in industries such as e-commerce, SaaS, and digital services.
- **Interests:** Growth hacking, data-driven marketing, blockchain innovation.
- **Motivations:** Frustrated by opaque tracking and delays in payouts. Seeking transparency, accountability, and trust in managing campaigns.

The Passionate Affiliate Marketer

- **Demographics:** Influencers, bloggers, and content creators, aged 22-40, with strong online communities in niches like fitness, tech, gaming, and lifestyle.
- **Interests:** Community building, passive income opportunities, experimenting with emerging blockchain technologies.
- **Motivations:** Wants timely payouts, verifiable metrics, and a way to demonstrate credibility through proof of work.

The Blockchain Enthusiast

- **Demographics:** Tech-savvy individuals aged 18-35, globally distributed, with a focus on early adoption of Web3 technologies.
- **Interests:** Cryptocurrencies, NFTs, DeFi, and decentralized governance.
- **Motivations:** Keen to participate in decentralized solutions for traditional problems. Interested in verifiable rewards and reducing reliance on centralized systems.

User Stories:

User Story ID: AFM-001a

- **Priority:** High
- **User Persona:** Marketing Manager at "GearTech"
- **Goal:** Launch a performance-based affiliate marketing campaign.
- **User Story:** As a marketing manager, I want to create a campaign with clear structures so affiliates can drive traffic to my products and I can pay them accurately.
- **Functionality:** The platform should allow me to:

- Upload campaign details, including product links, commission rates, and durations.
- Report conversion if a customer purchases my product using the affiliate's referral.
- **Attributes:** Campaign details should be immutable once published on-chain.
- **User Interaction:** I should be able to track real-time campaign performance.

User Story ID: AFM-001b

- **Priority:** High
- **User Persona:** Marketing Manager at "GearTech"
- **Goal:** Verify accurate conversion metrics.
- **User Story:** As a marketing manager, I want to ensure the metrics being tracked are tamper-proof and visible to all stakeholders.
- **Functionality:** The platform should:
 - Log all campaign interactions on-chain.
- **Attributes:** The reporting system should be transparent and fraud-resistant.
- **User Interaction:** I should be able to view affiliate performance.

User Story ID: AFM-002a

- **Priority:** High
- **User Persona:** Influencer in the fitness niche, "FitKate"
- **Goal:** Monetize my audience by promoting fitness-related campaigns.
- **User Story:** As an affiliate, I want to mint a referral PDA for a fitness product campaign so I can earn commissions from every sale generated through my link.
- **Functionality:** The platform should allow me to:
 - Mint referral PDAs tied to specific campaigns.
 - Receive automated payouts for verified conversions.
- **Attributes:** Referral PDAs should include metadata proving my association with the campaign.
- **User Interaction:** I should be able to track earnings in real-time via my wallet.

User Story ID: AFM-002b

- **Priority:** Medium
- **User Persona:** Influencer in the fitness niche, "FitKate"
- **Goal:** Showcase my performance to attract more advertisers.
- **User Story:** As an affiliate, I want to use my referral PDAs to demonstrate my history of successful campaigns to potential advertisers.
- **Functionality:** The platform should enable me to:
 - Display PDAs with associated metrics (conversions, and earnings).
 - Share my referral history securely with interested advertisers.

- **Attributes:** Referral PDAs should be verifiable by anyone on-chain.
- **User Interaction:** I should be able to view the performance of my campaigns.

User Story ID: AFM-003a

- **Priority:** Medium
- **User Persona:** Blockchain Enthusiast, "CryptoDoge"
- **Goal:** Earn rewards by participating in decentralized affiliate campaigns.
- **User Story:** As a blockchain enthusiast, I want to use decentralized platforms like Fili8 to engage with campaigns and earn rewards while learning more about Web3.
- **Functionality:** The platform should allow me to:
 - Participate in campaigns without requiring traditional sign-ups.
 - Receive rewards for any successful referrals I generate.
- **Attributes:** Participation should be seamless and permissionless.
- **User Interaction:** I should be able to get associated with affiliate campaigns directly through my connected wallet.