

Proton Decentralized Affiliate Platform

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Objectives:

Deploy a 'Proof of Concept' decentralized affiliate marketing program. The POC will validate the project's capabilities and be used as a demo to raise further funds for full development.

Overview:

The application will be the first fully on-chain affiliate marketing platform, rewarding users in XPR coin for referring another user to the Proton platform.

User Story:

@benobi invites crystalrose@gmail.com via the giveprotongetproton.com website, then if crystal converts to a real user (@anything) in 72 hours then ben is the parent of crystal and will get the reward when crystal KYCs. Crystal will also get a reward for signing up.

Why:

Incentivize Proton user's to bring in new users.

How:

The POC will be an email invitation webpage with a link to a new user sign-up landing page. This will be an on-chain contract that pays out X coins based on Y criteria and the coins come from an on-chain proton.affiliates fund.

POC Spec:

BlockChain Functionality

Smart contracts will store referral info, validation info, and issue rewards for a successfully validated referral.

Initial concept can be very simple:

- Referrer account
- Referral email address
- Time referral is created
- Referral KYC time

Email addresses will need to be one-way hashed (SHA-256?) into the on-chain database.

Example database:

https://docs.google.com/spreadsheets/d/1tXF9b6GA_Ly-uO6DgcfCoGUPdk0LjRMdWrrJjLCHZ0M/edit

***Resourcing**

Rob will be getting a time/cost quote from developer(s) in his network. We expect BlockChain POC turnaround in 1-week or less.

Microsite

Referral page (ex. <http://giveprotongetproton.com>)

- Authenticate with PSR (proton / anchor)
- Enter the email of the person/people you want to refer/invite
- Send invite email message to potential new user (Ex. Brian invites you to sign-up to Proton now and get \$10 in free XPR coin now!)

Referral landing page (download Proton app)

- Enter new user info to signup
- XPR distributed to new user after completing sign-up and/or X-action (ex. Fund account with \$3 of XPR)

Inviting User rewards

- After the existing user's invitee successfully signs-up and completes X-action, then the existing user is rewarded with \$XPR promised in their wallet. This user (may) receive a confirmation email as a receipt for the completed transaction.

***Resourcing**

*Fred will have Cory (designer) create the landing page design and flow.
Marc & Ben can handle the coding of the front-end site if needed.*

Security & Encryption

Protect privacy of names, emails, and data records. Encryption is a nice-to-have option.

- Ex. See CyberChef GitHub project: <https://gchq.github.io/CyberChef/>

Project Payment Model:**How is this going to be funded?**

- POC
 - Get developer quotes.
 - If funding is not too extensive we can cover costs amongst our team internally.
- Full build
 - Present a SoW to BP and the Governance council for funding.

How the XPR for Completed Referrals Will Be Funded

- The amount and criteria can be set by governance council
- Council can replenish proton.affiliates
- BPs get a request and they will add XPR to Proton.Affiliates

- Affiliates earn funds - they are held in a holding pen and distributed weekly after they are verified.

Addendum

Customer Lifetime Value: Fred question?

CoinBase earns ~\$2300 per customer on their platform. **What LTV does Proton make?**

Affiliate Marketing System - Traditional Model for Reference

- Setup an affiliate campaign on a 3rd party platform (ie. Share-a-sale)
- Create marketing collateral
- Create rewards protocols
- Create short-links (that point to a landing page), create tracking codes, and reporting infrastructure for sharing with affiliates
- Campaign 1: Outreach to existing network to promote our offers and incentivize others to get the word out.
- Campaign 2: Outreach to crypto influencers and content sites to promote our offers.
- Campaign 3: Referral program for general users to spread the word and generate new sign-ups.

Resources to Check-out

- Share-a-Sale
- Cake (<https://getcake.com>)
- Lolli.com
- Bitfinex <https://www.bitfinex.com/affiliates/>
- Coinbase: <https://www.coinbase.com/affiliates>
- Affiliatetoken project: <https://reftoken.io>

Commissi on When A Customer Spends \$100	\$10 USD (paid in BTC)
Commissi on duration	Once per customer
Commissi on per sale	When a referral buys or sells at least \$100 worth of BTC, Coinbase pays both you and the customer \$10 worth of BTC