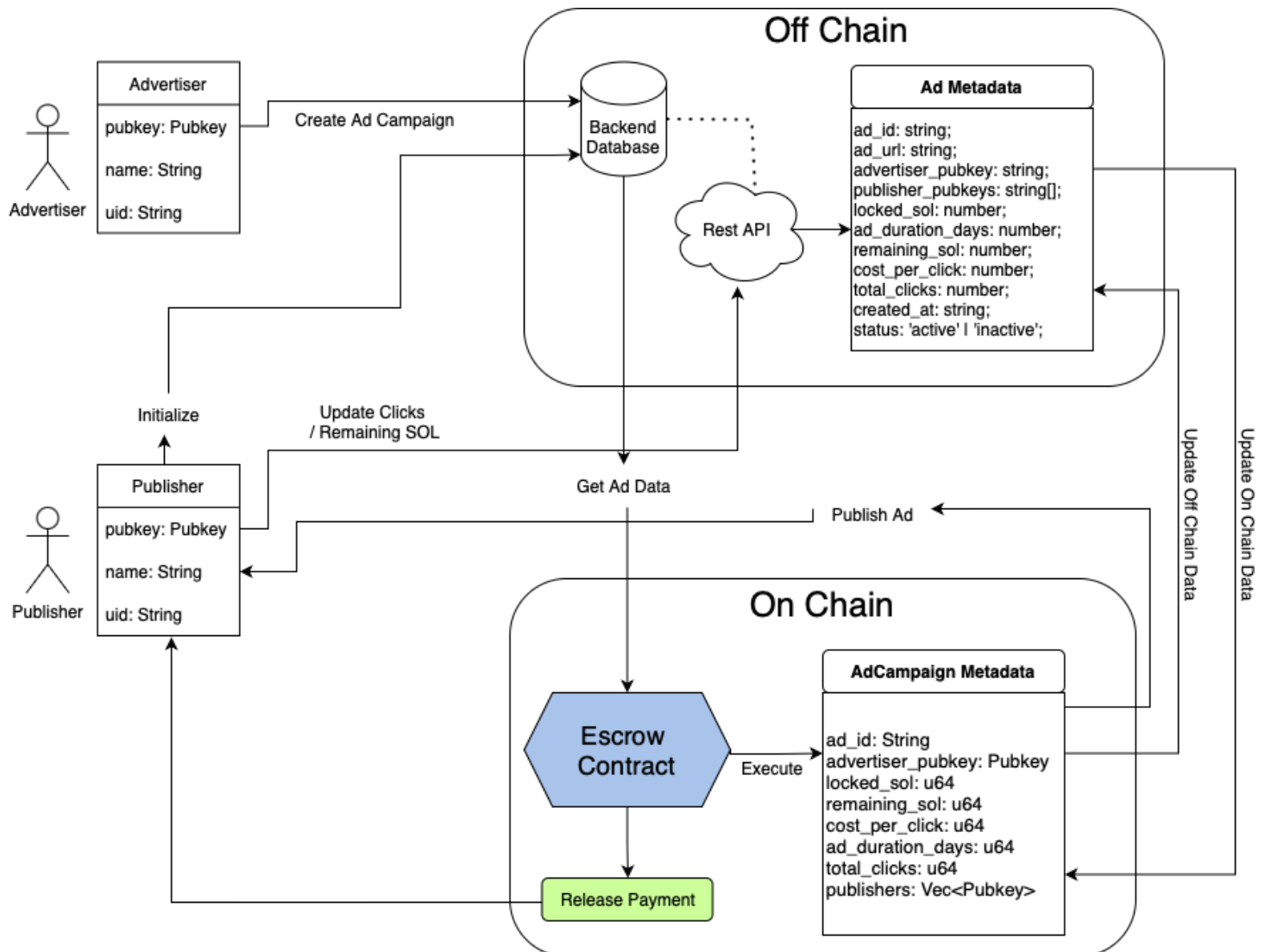


# Protocol Requirements

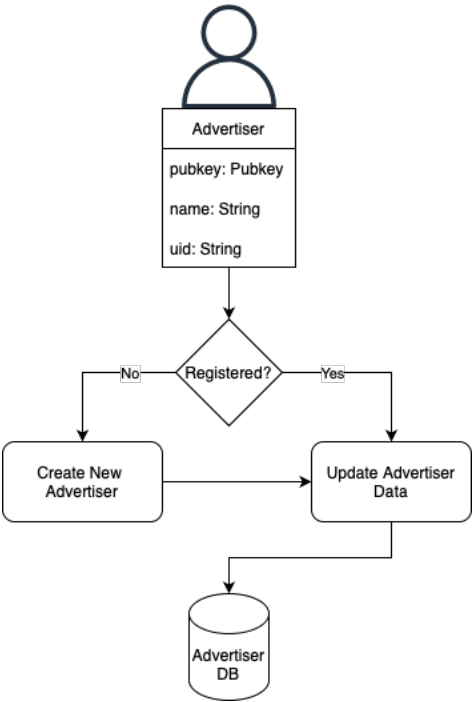
- The platform shall allow advertisers to create and manage ad campaigns.
- The platform shall allow advertisers to lock SOL in on-chain escrow with CPC-based pricing.
- The platform shall allow publishers to register and link websites for ad delivery.
- The platform shall log clicks off-chain and update click counts per campaign and publisher.
- The platform shall validate and deduct CPC from off-chain budget in real-time.
- The platform shall allow campaigns to auto-deactivate when budget < CPC rate.
- The platform shall allow daily syncing of verified clicks to the on-chain program.
- The platform shall release payments from escrow to publishers based on verified clicks.
- The platform shall store ad metadata off-chain and link essential campaign data on-chain.

## Program Overview

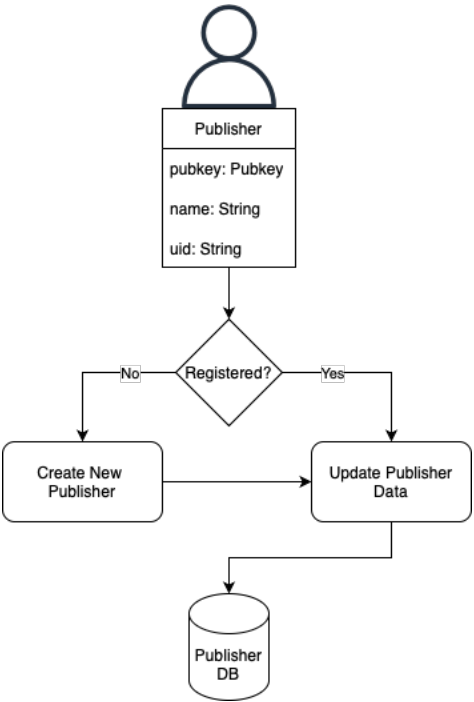


# Users Initialization

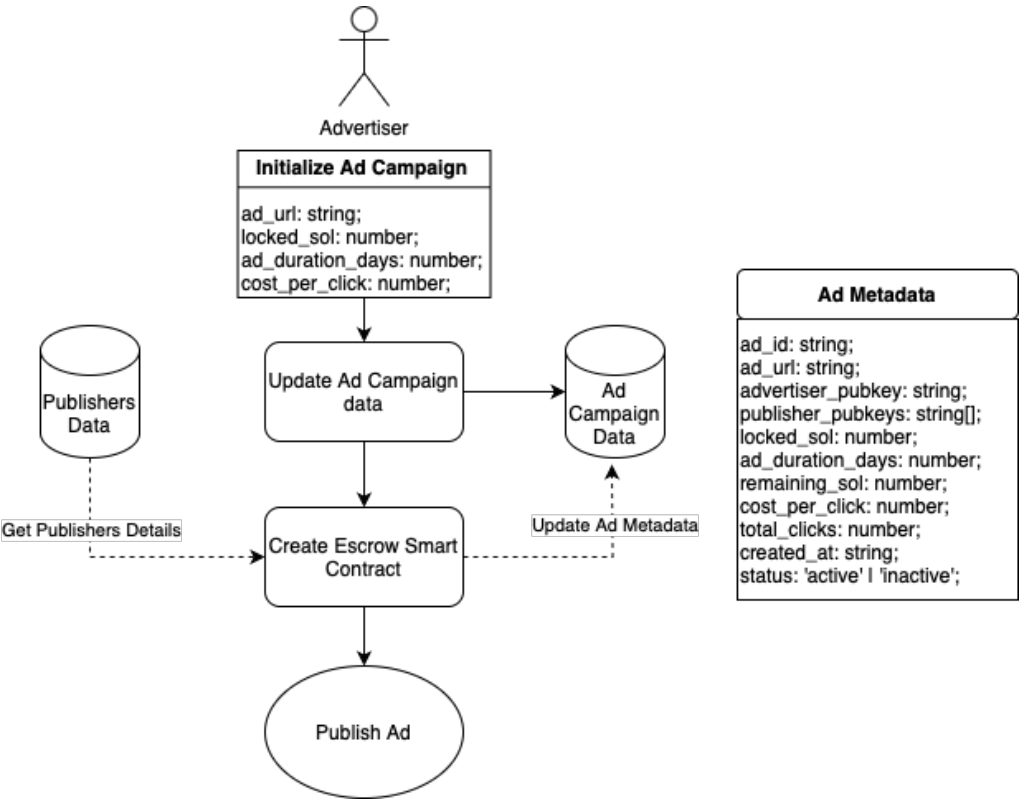
## Advertiser



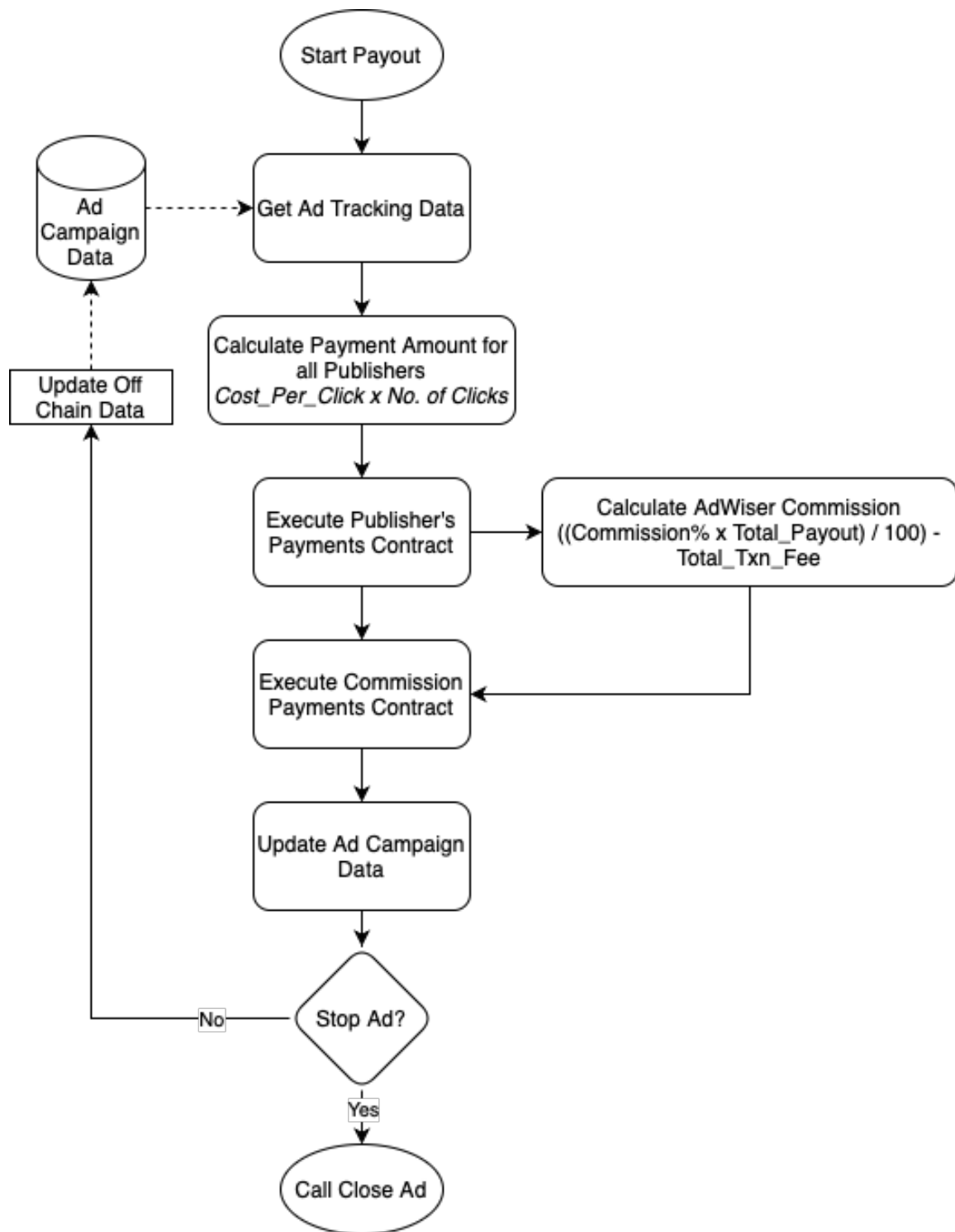
## Publisher



# Ad-Campaign Initialization



# Daily Payouts and Commission



# Close Ad Campaign

