

Revenue Opportunities for NFT Creators

Royalties have been one of the only sources of Revenue for NFT creators, but here we are going to discuss a unique source of revenue for creators apart from Royalties.

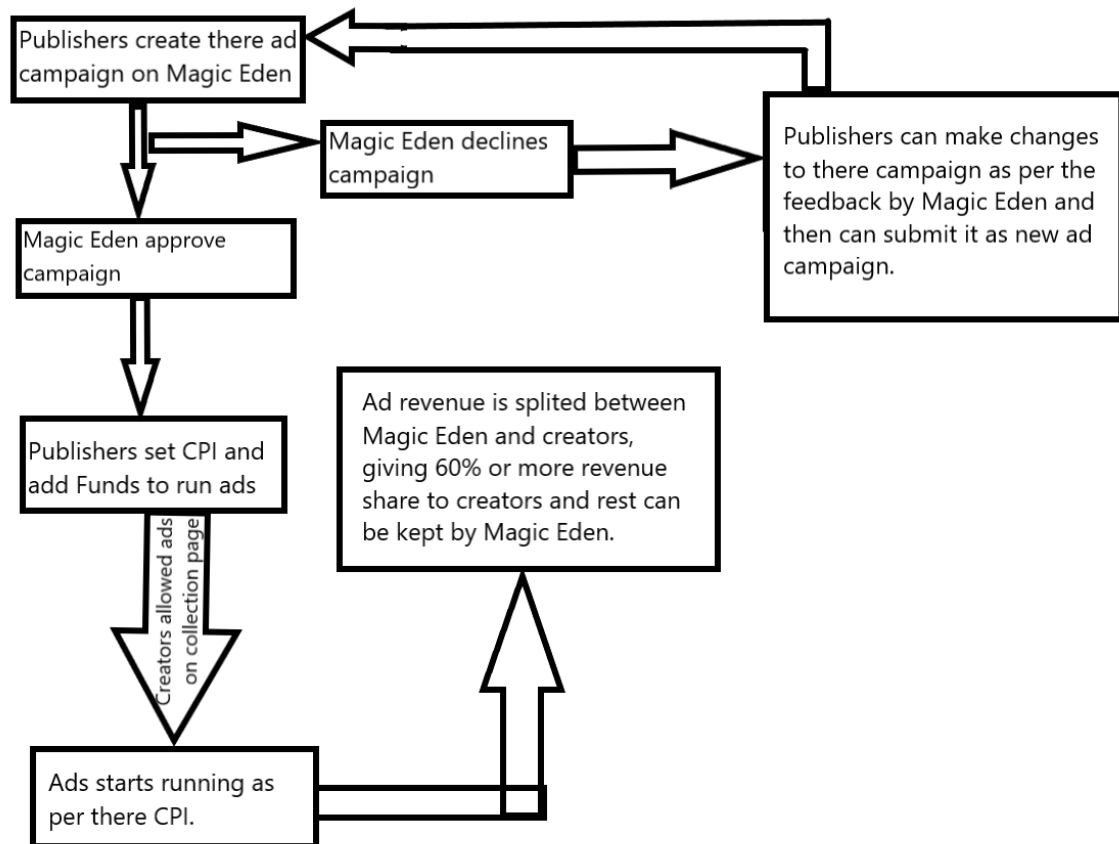
I'm talking about Inter-Website Ads:

Inter-Website ads:

Popular NFT collections get a lot of viewers on their collection page per day, so we can leverage those eyeballs as an extra revenue source for creators.

Inter-Website ads is a traditional ad system like Google AdSense, Publishers will be able to run pop-up ads on Magic Eden website, which will be displayed on NFT collection's page as pop-up, ***If and only If*** Creator allows ads on his/her collection page. If the creator allows to show ads, then the website and the creator can have a revenue split with giving major revenue-share to the creator.

- This is How The whole system will work:



1. Publishers willing to put ads will visit Magic Edens ads website, Where they'll be able to create their Ad campaign.
2. Magic Eden will verify the campaign to prevent the publishing of any Suspicious Ads.
3. Once an Ad campaign is verified by Magic Eden, then Publisher will add funds in order to run the ad for any certain amount of time.
4. Campaign cost must be decided by time it has been running and the Cost Per Impression(CPI). CPI can be set by the publisher and will be set to 1 cent by default.
5. Each Ad campaign will be ranked according to their CPI (1st being the Ad with highest CPI and last being the Ad with lowest CPI). Ad campaigns higher in the list will be

shown on the collection with higher Average daily trade volume and visitors.

6. To run ads on their collection page Creator will have to allow ads on their page on their collection setting.
7. End of every month creator and Magic Eden can have a revenue split of the revenue generated by ads on creators collection page, in which a major portion like up to 65% or more will be credited to creator and rest will be kept by Magic Eden.

- **This is why Inter-Website ads will be successful:**

Inter-Website ads will be a success, because as we already know that most of the NFT collection spends hundreds of thousands of dollars in marketing on social media, news-articles websites like [NFTEvening](#), [NFT now](#) will be attracted towards this, because Magic Eden can give them the most niched audience, an audience which can really be beneficial to publishers. And This will be widely Adopted by Creators too as Creator will have to do no extra efforts for earning through this revenue source.

These are some bonus Revenue Opportunities:

The revenue options listed below can also be a good source of revenue for NFT creators, but we have yet not found any good functioning process for them.

Sponsorships:

Vast Communities of NFT projects are not unknown to anyone, we have already seen brands like Adidas, mtv etc partnering with BAYC, But small or growing stage brand in web 3 can easily be lost between numeros collection of NFTs for there brand promotion, If the website act as medium to bring a suitable NFTs projects to

sponsors and get approval of Creator for the brand deal, the website can have small commission and the rest of sponsorship amount for creator.

NFT Lending:

NFTs with utility like game NFTs or NFTs with holder benefits can be lent out by holders, Borrowers will have to pay a certain amount to use membership benefits of that NFT for a certain amount of time and a little portion of that amount will be credited to the creator. This source of revenue is only restricted to certain genres of NFT collections and for all the execution listed above, The NFT project has to create their system by their own to make it possible.