BITTENSOR

BITADS

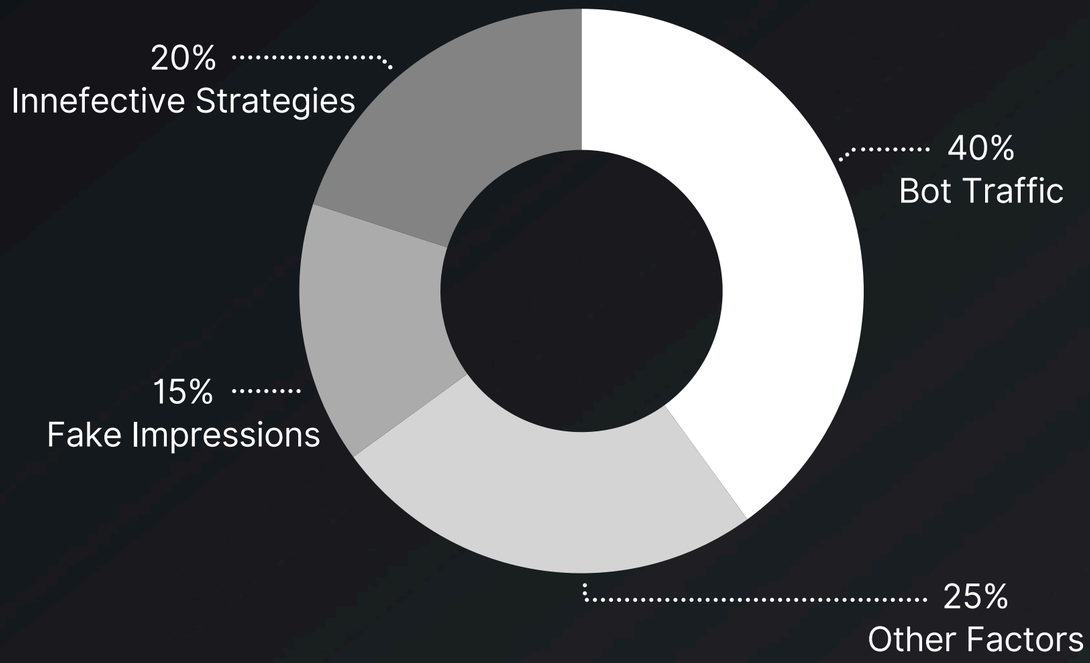
DECENTRALIZED & INCENTIVIZED
MARKETING

SUBNET 16

WWW.BITADS.AI

THE PROBLEM

2023	2024	2025
$853 billion	$913 billion	$978 billion



The rise of AI is expected to significantly increase the potential for ad fraud over the next five years by 20-30%.

This increase could lead to global losses exceeding $150 billion annually by 2028, as fraudsters use AI to generate more convincing fake clicks, impressions, and user interactions.

Ad Fraud
18-25%
by 2028

THE SOLUTION

No more wasting money on ineffective clicks or impressions.

Every dollar spent is directly tied to real revenue as advertisers on BitAds only pay for actual sales.

IMPRESSIONS

CLICKS

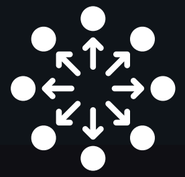
SALES

HOW BITADS WORKS?

Advertisers using BitAds create campaigns that are tracked by our Conversion Tracking system.

Advertisers

Launch a marketing campaign and start promoting a product or service.



Publishers (miners)

Start promoting the campaign with various marketing strategies to attract buyers.

Sales

Monitor the campaign's success by tracking the sales generated.

WHY CHOOSE BITADS?

- Pay for Real Sales
- High-Quality Traffic
- Diverse Strategies
- Advanced Tracking
- Multiple Income Streams

BitAds

THE INCENTIVE MECHANISM

Only miners who generate sales are rewarded, with those driving traffic without sales receiving a score of zero.

TAO rewards are exclusively allocated to miners who produce real sales.

Sales Volume

Miners aim to maximize sales volume to earn the highest rewards.

Conversion Rate

Miners should focus on a high conversion rate and quality traffic to achieve the highest score.

ECOMMERCE INTEGRATION

THANK YOU

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