

Reach Fi

VERIFIABLE MARKETING CAMPAIGN
PLATFORM FOR THE NEXT MILLIONS OF
HUMAN USERS

Philip Glazman and Joy Wang
ETH New York, 09/24/2023



Issues with Marketing Spend Today

Brands need to **trust** centralized marketplaces that their ad spend has a targeted reach.

A significant amount of ad money is **wasted** on bots.

Brands must adhere to the **opaque** filtering and targeting algorithms operated by centralized marketplaces.

Increasing Conversion and Reach for Brands

DATA DRIVEN

Use both on-chain and off-chain data to build better audience demographics for advertisements.

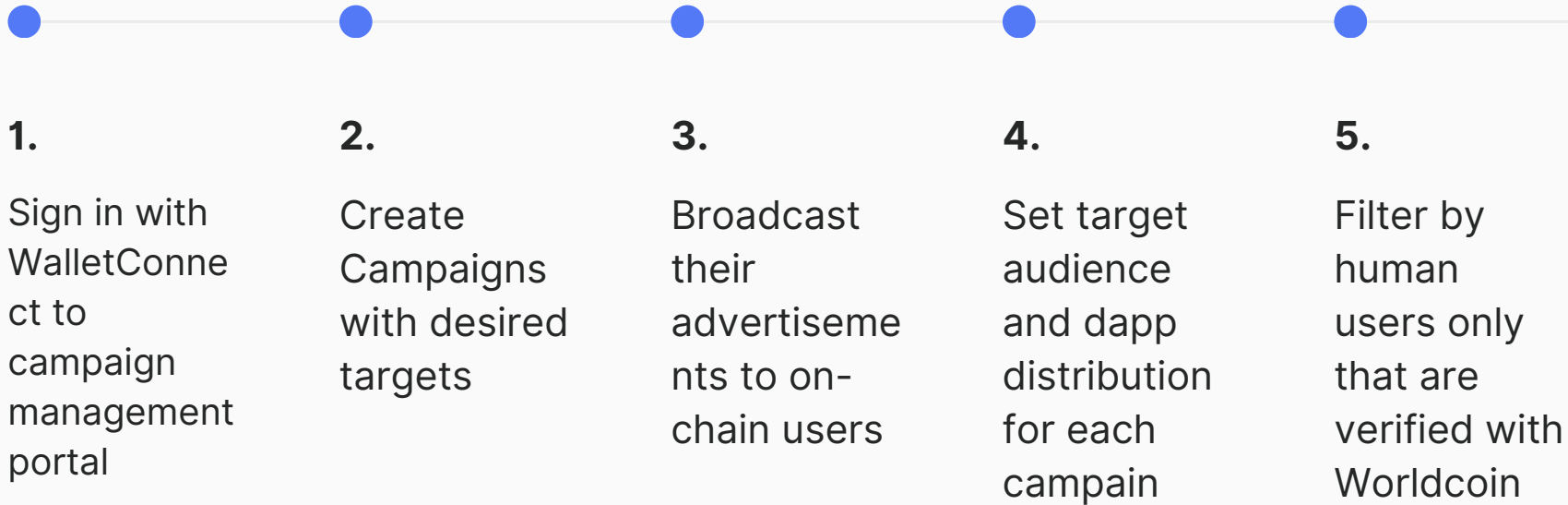
PRECISE TARGETING

Only target verified humans using primitives built by Worldcoin.

ENGAGEMENT

Brands can directly engage with users using established PKI by WalletConnect and existing wallet infrastructure.

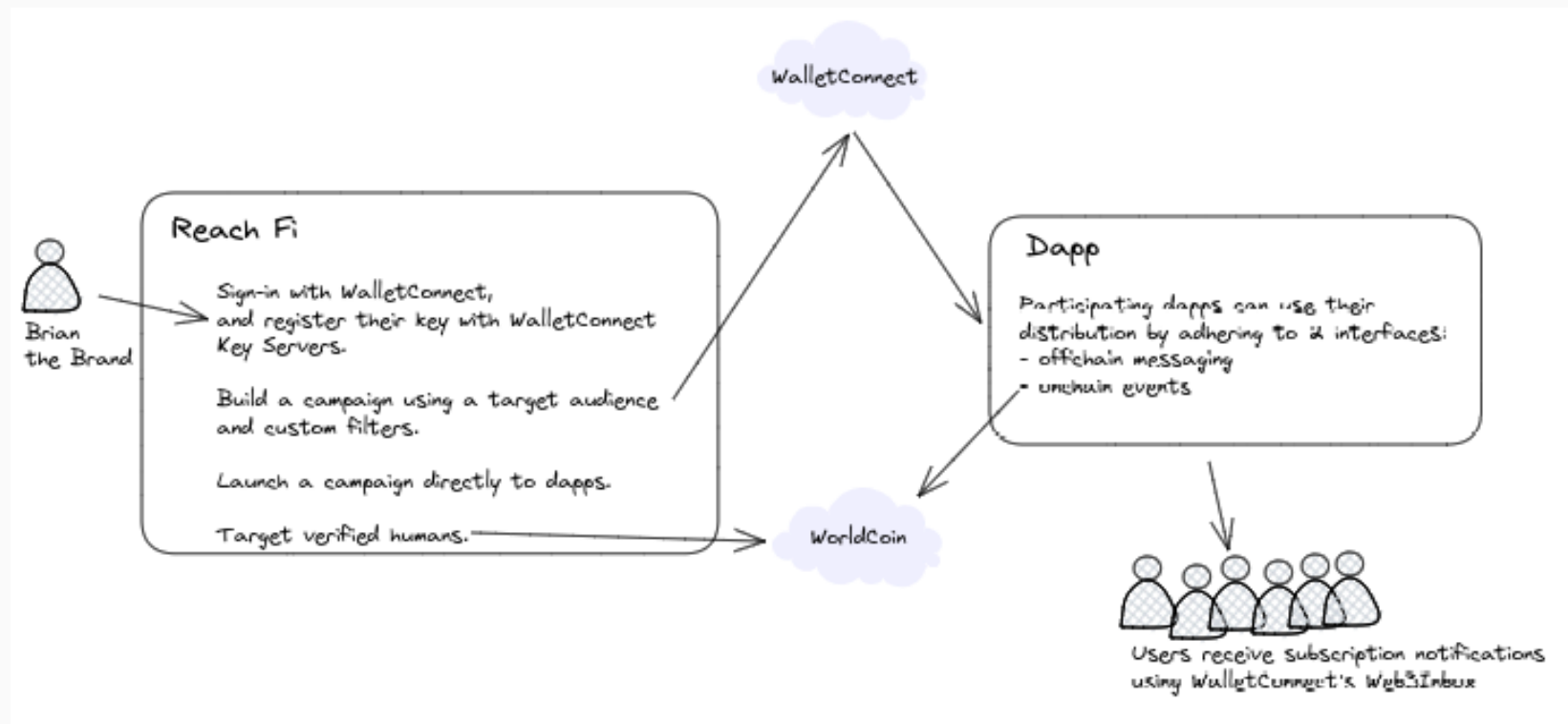




A PLATFORM FOR BRANDS TO CREATE AND MANAGE THEIR ADVERTISEMENT CAMPAIGNS.

ReachFi

Architecture



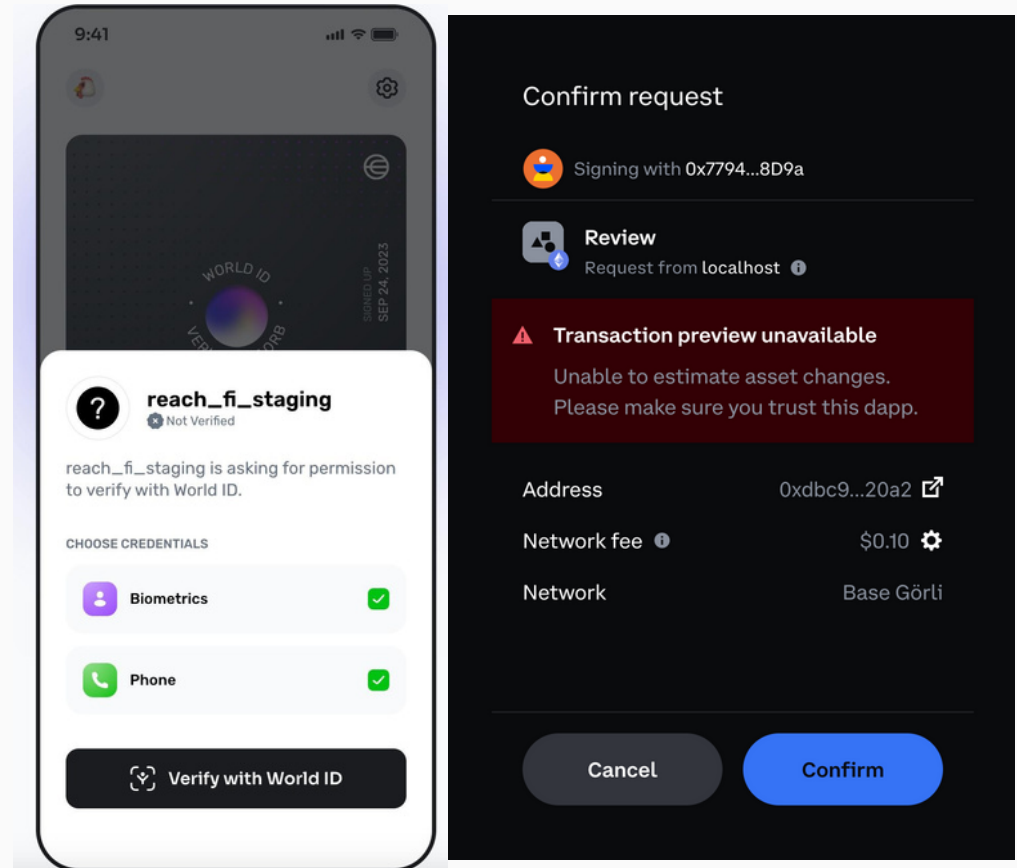
Dapps

- Dapps can participate in improving ad spend with two interfaces
 - An off-chain WalletConnect Web3Inbox SDK
 - An on-chain events emitted by WorldCoin
- Users can use their World ID to submit a proof to Dapps which call **WorldCoin** Router contracts. Successful execution emits on-chain EVM events allowing ReachFi to filter advertisement campaigns to humans only.
- Dapps receive brand marketing material with WalletConnect's **Web3Inbox** SDK. Brands can push out messages from ReachFi to Dapps, which can then forward the messages to users.

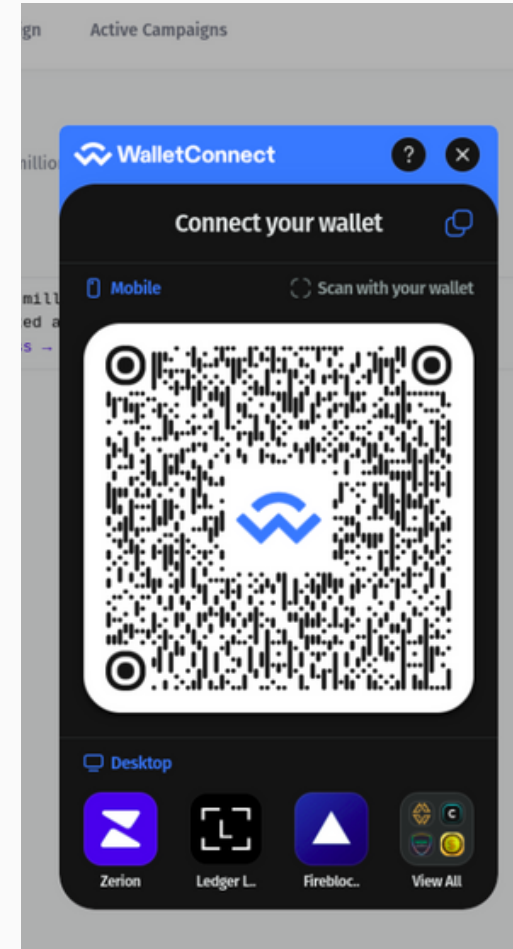
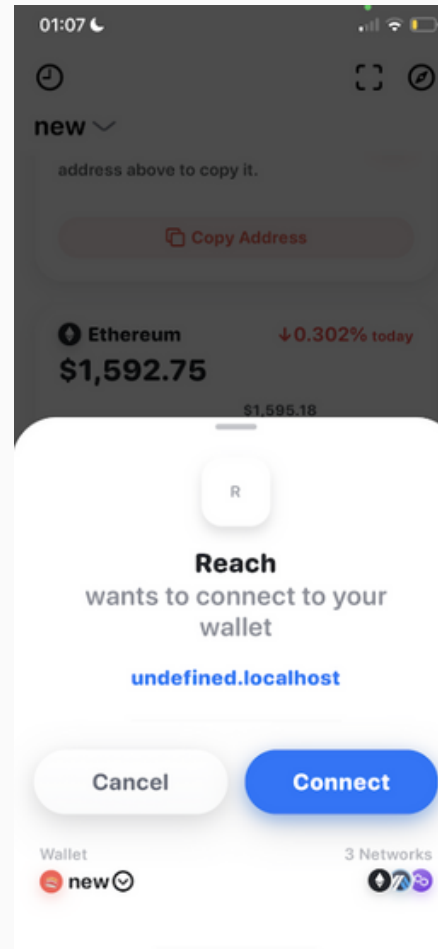
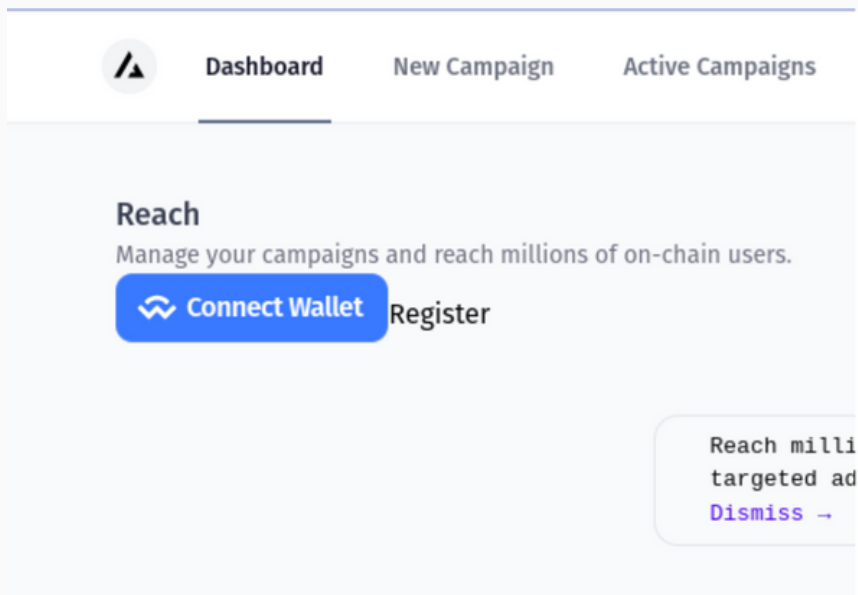


Example Dapp Deployed on Base

- Example Contract On Base Goerli calls WorldCoin's World ID Router to verify users are human. EVM events emitted in a privacy-preserving way to help Reach Fi filter ad spends to verified humans.
- Users submit proofs to the contract using their World ID. Example Transaction on Base.

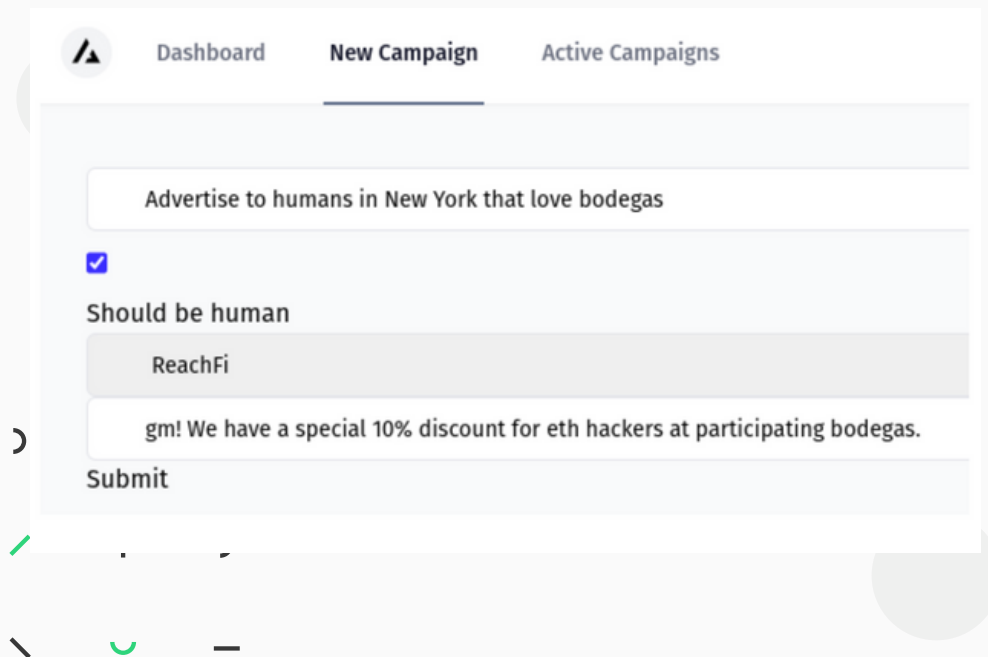


Manage Ad Campaigns on Reach Fi



Brands Launch Campaigns

- Reach uses WalletConnect's Chat API and Web3Inbox SDK to publish advertisement campaigns
- The Chat API is used to publish messages to Dapps. The Web3Inbox SDK helps broadcast the message to all chain users.



The screenshot shows a web interface for creating a new campaign. At the top, there are three tabs: 'Dashboard', 'New Campaign' (which is selected), and 'Active Campaigns'. Below the tabs, there is a text input field containing the text 'Advertise to humans in New York that love bodegas'. Underneath this field is a checkbox that is checked, with the label 'Should be human'. Below the checkbox is a text input field containing the text 'gm! We have a special 10% discount for eth hackers at participating bodegas.'. At the bottom of the form is a 'Submit' button. The interface is clean and modern, with a light gray background and white input fields.

ReachFi is built with:



by @joyqvq and @philipglazman