

# Decentralized Ad Network with Tokenized Rewards

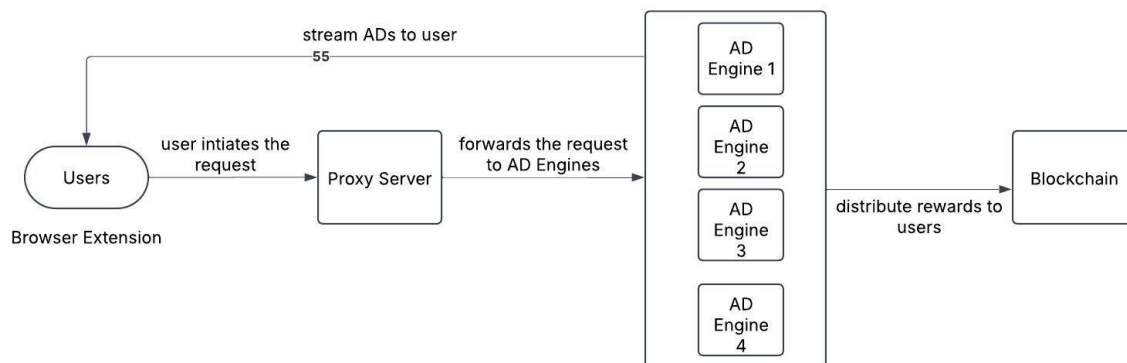
## TECH STACK :

*Browser Extension – HTML,JS,CSS*

*Backend – Rust for server , Python to classify and recommend personalised Ads*

*On chain – Solidity , Ethereum for transactions*

## Flow chart :



## Overview :

- Primarily data is collected from the user through the a browser extension.
- Users search query and visited the sites are transfer to the server to classify the users interests.
- Again this , data is utilised to recommend the Personalised ads to the users.
- Ads are recommended using an AI agent where it labels the user data and try to recommend the ads that are personalised for that user.
- User profile is updated for periodically , period of 5 min and extension transfers the data periodically to the server.
- Server and AI agent tries to analyse the user profile and score and dispatches the ads for the next period of time .
- Extension embed this ads into user browser.
- For every period of time , users reward points are increased like in the ratio.
- User can claim this points any time in the chain.
- Any vendor can post their ad in the platform . And Vendors need to label their ads
- Ads are labels like Ads belongs to electric product or service etc .
- User's data is also labelled by the agent , so it would become easy to recommend the ads.

Extension is connected to server using WebSocket tries to maintain the connection throughout the session.

Backend server is implemented in Rust as it has high performance and less over head.

Another service is running using python to recommend ads to the users.