



# Defilliate

**Re-Inventing Affiliate Marketing for Web3**

# The Problem

Advertising and Marketing in Web3 is completely broken  
and attempts to fix it have fallen short



**Creators**

Risk their reputation shilling ponzi/scams, can't measure their Web3 referrals, often not paid what they're fully owed, currently guess what content to make and share with users.



**Advertisers**

Forced to use Web2 tools unsuited for the job, overpay for ad campaigns, can't target ads to specific users, can't measure and compare Web2 to Web3 campaigns.

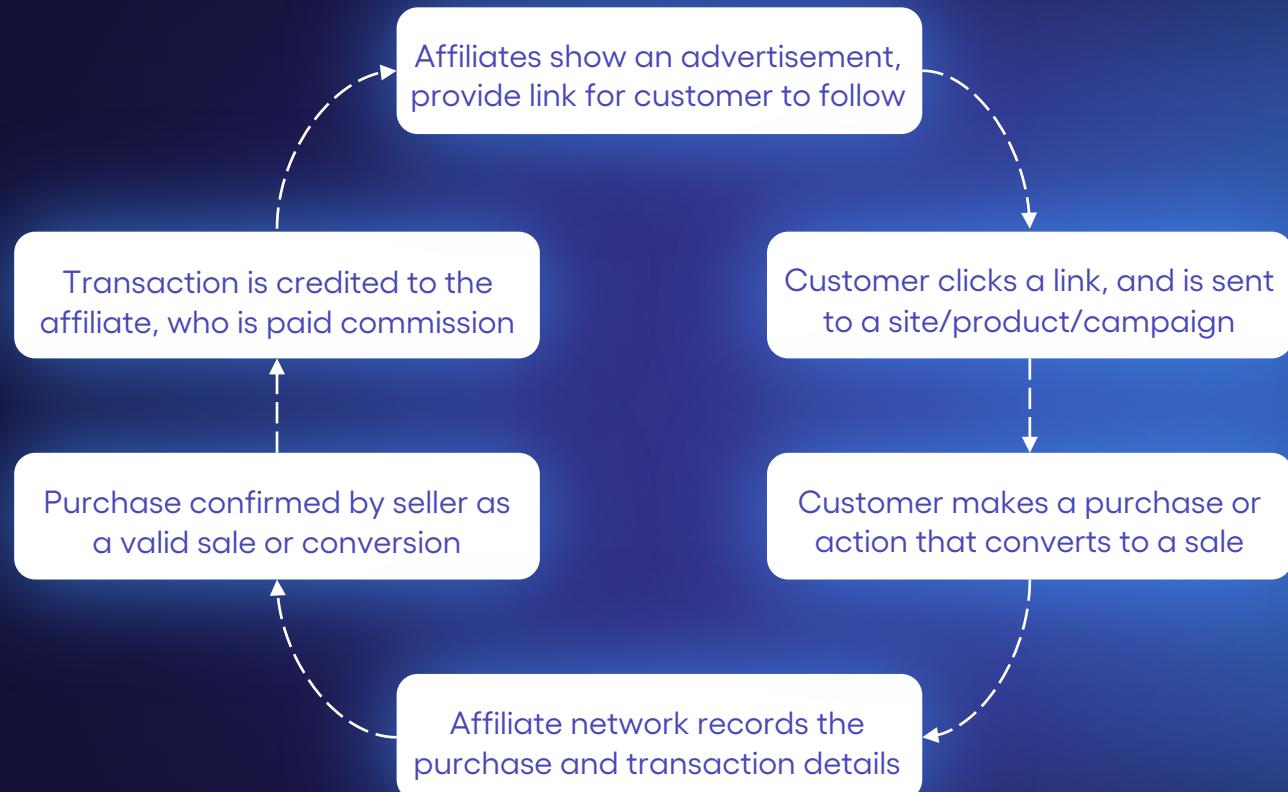


**Web3 Data Aggregators**

Can't effectively track and compare a user's behavioral and purchase patterns from Web2 to Web3, can't efficiently monetize their content and optimize content + ads.

Web3 lacks effective, trustworthy, and scalable marketing tools to help projects find, understand, retain, and monetize users at scale.

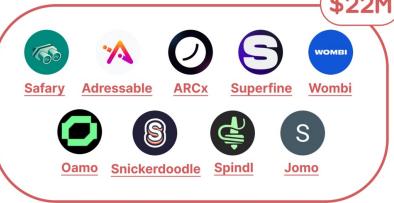
# Affiliate Marketing in Web2



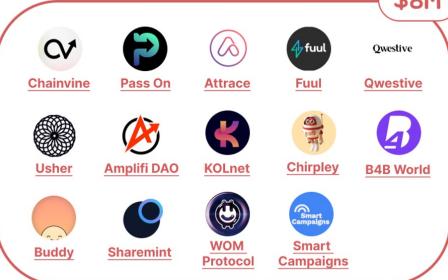
- Affiliate marketing generated 15%–30% of total sales for advertisers in 2023<sup>1</sup>
- Saturated market: US, UK, Germany are 65% of global affiliate marketing revenue<sup>1</sup>
- Fractured landscape: Amazon, has ~40% affiliate market share, 11,000+ companies compete for remainder<sup>1,3</sup>
- Affiliate revenues are Pareto-efficient; ~80% of commissions go to ~20% of affiliates<sup>1</sup>
- 30% of marketers have experienced affiliate fraud, 67% fear it happening<sup>1</sup>
- Global interest in affiliate marketing up 182% since 2020 due to digitization trends<sup>2</sup>
- EU GDPR privacy laws limit ability of affiliate networks and analytics platforms to effectively track and understand user behavior. Companies forced to make ‘digital fingerprints’ and statistical demographics.

# How Has Affiliate Marketing Translated to Web3?

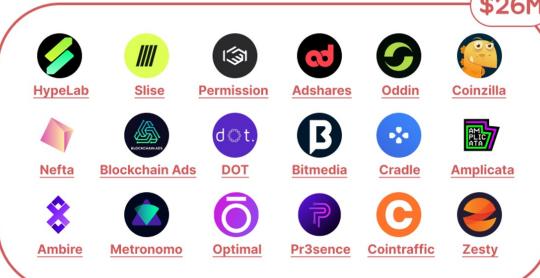
## Attribution



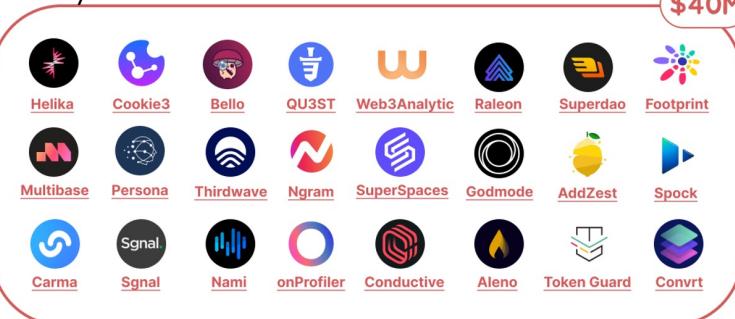
## Affiliate / Referrals



## Ad Networks



## Analytics



Web3 solutions in media, entertainment, and advertising expected to reach **\$15.3 Bn** by 2028 at a **78.5% CAGR.**<sup>2</sup>

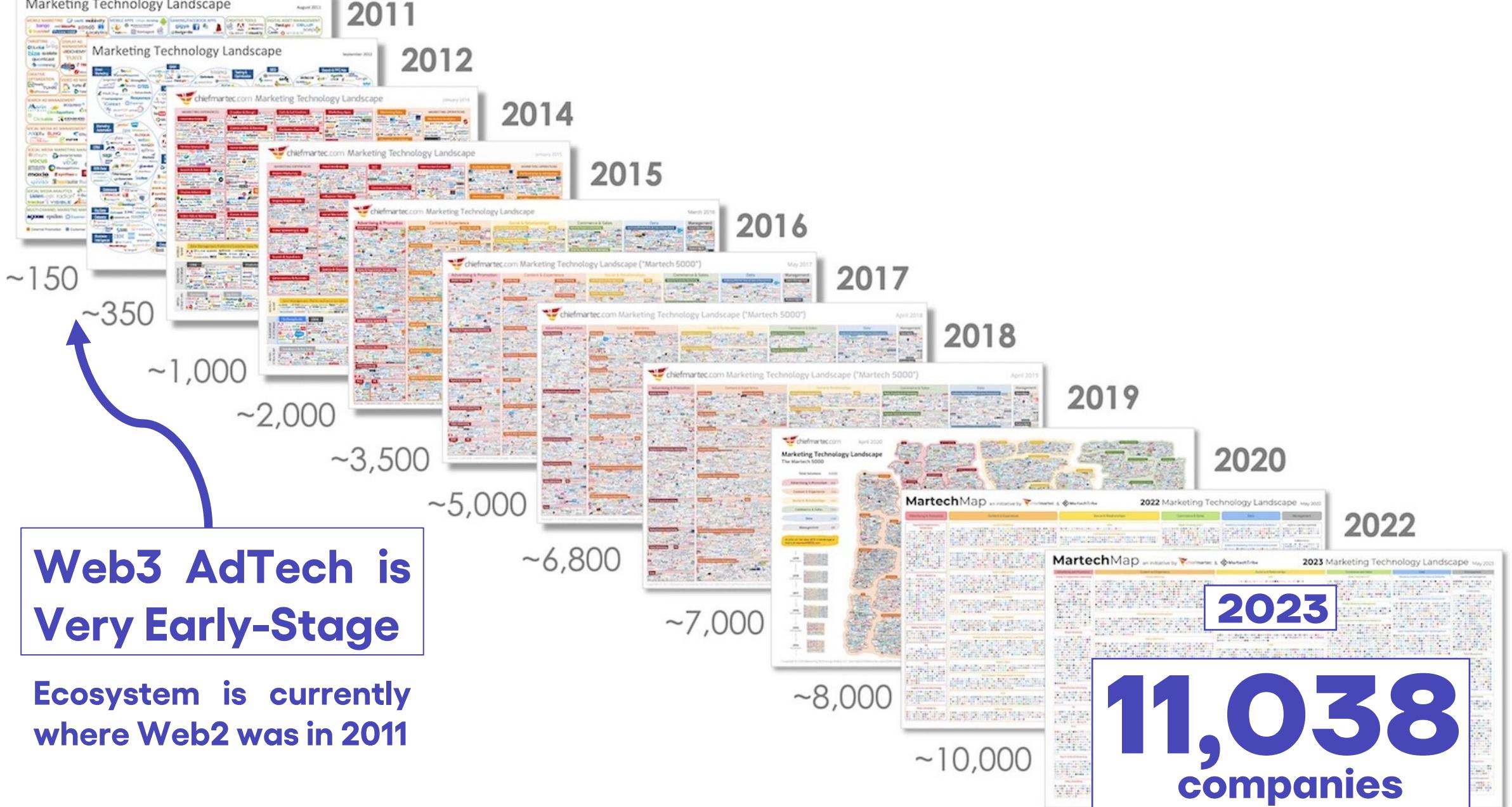
\$600m has been raised by 71 AdTech startups, with \$96m among 65 teams in affiliate-adjacent categories.<sup>1</sup>

**No clear category or segment leader** in the space, low/no brand recognition.

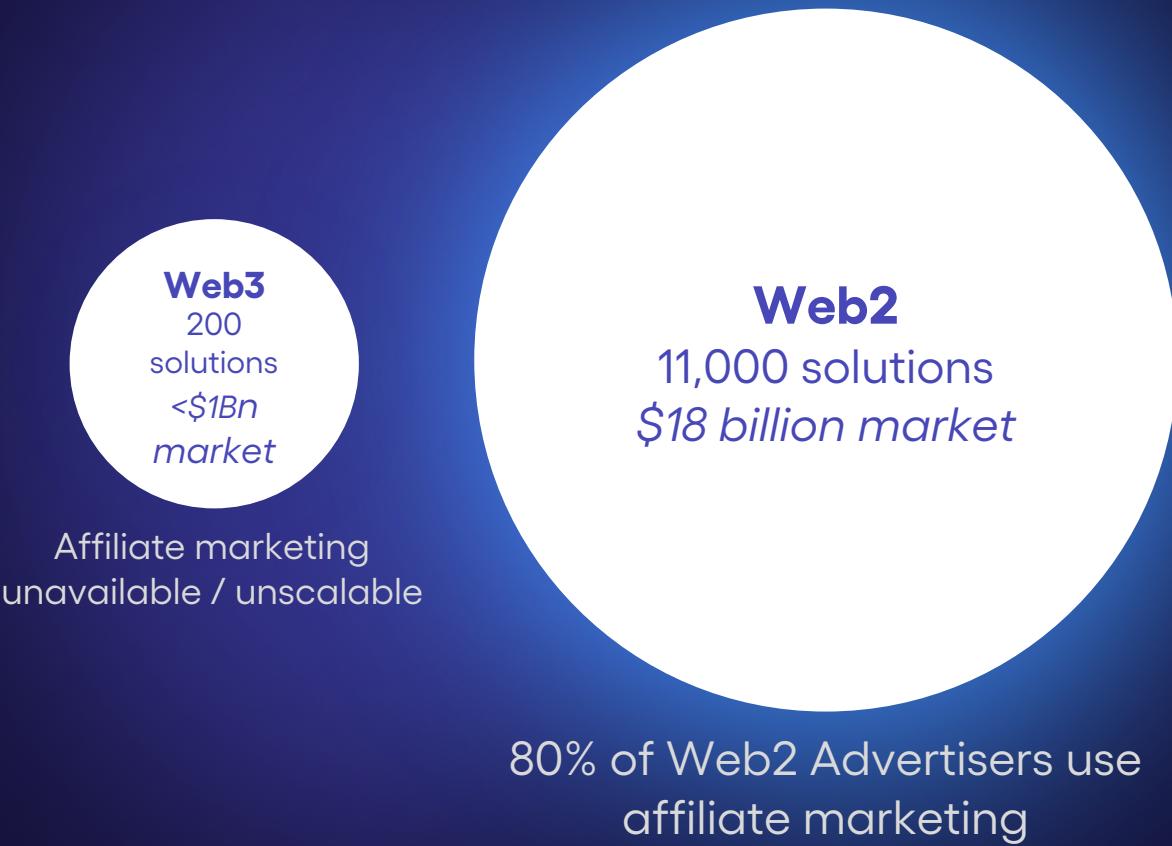
Many Web3 teams not actually building novel tools with **technological moats**. Often just repackaged Web2 referral, attribution and analytics solutions.

Most existing Web3 “solutions” are targeting small, technical niches- will struggle to scale to Web2 equivalents like Everflow or Awin.

## Marketing Technology Landscape



# TL;DR- Web3 Affiliate Marketing is Undervalued



**AdTech in Web2 is huge.  
In Web3, AdTech is still nascent.**

These markets don't need to be separate.

**Defilliate will unify them.**

As Web3 projects incorporate affiliate tracking, monetization, and analytics solutions, traction and their velocity of adoption will increase.

# The Current Landscape of Web3 Marketing

The collage illustrates several types of Web3 marketing schemes:

- NFT Scams:** A post by [Coffeozilla](#) (@coffeebreak\_YT) claims to have tricked Dillon Danis into promoting a fake NFT project, featuring a船 (ship) image.
- Fake Projects:** Another post by [Coffeozilla](#) (@coffeebreak\_YT) exposes a project as fake, mentioning "S.C.A.M." and linking to [sourznft.com/dillondanis](#).
- Malicious Airdrops:** Posts from [Alliance](#) (@alliancedao) warn against a QIAO airdrop, while [Qiao Wang](#) (@QwQiao) promotes the \$ALLY token launch.
- Elon Musk Scam:** A post by [Elon Musk](#) (@patheuk) claims to be giving away 10,000 BTC, with a screenshot of a fake DM history from [\\$PEPE](#) (@Fisher).
- Phishing:** A post by [Zack3r\\_](#) (@zack3r\_) shows a fake DM history from [super crypto](#) (@jiafang1990) offering a prize.
- Shills:** Posts from [Symmetry](#) (@symmetry\_fi) and [Solana LSD Fund](#) (@solana\_lsd\_fund) promote their respective projects.
- Spam:** A post by [cb-security.eth](#) (@cb-security.eth) discusses a crucial vulnerability.
- False Financial Returns:** A post by [Crypto Mars](#) (@cryptomarsdo) offers \$400 in USDT over 3 days.

**Scams. FUD. Shills. Spam. Any interaction risks compromising your digital reputation.**

# Defilliate Is For 3 Types of People

*The Creator*



*The Advertiser*



*The Media*



# For the Creator:



Slorg

@SlorgoftheSlugs

People underestimate how valuable your digital reputation will be moving forward.

Losing it can undo years of hard work, and you might not ever be able to build it back to where it once was.

Target content to the preferences of a specific audience, increase commissions by focusing on relevant content

Track and measure behavior, retention and conversion of individual users

Get paid transparently and efficiently for verified Web2 and Web3 conversions

Find relevant affiliate opportunities faster and use SolSplits payments & offramps to get commissions paid how you want



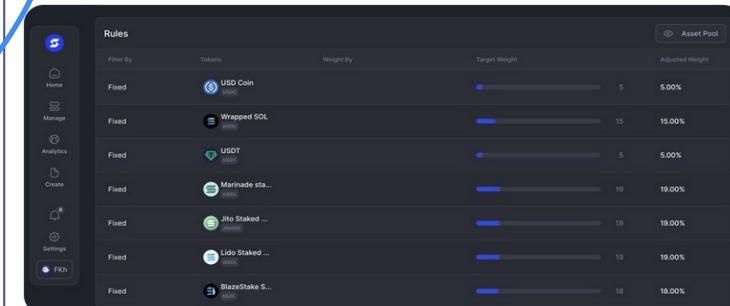
Happy Pirate | ソラナ  
@SteveCleanBrook

Lately there have been a lot of announcements on liquid staking, and why it is a smart move to stake with @MarinadeFinance @jito\_sol @solblaze\_org and @LidoFinance.

Buying their respective token and gathering yield is a great strategy, but should you buy one, or all of them? And what do you do after?

What if you could buy all of them, with just a few clicks, And provide liquidity to the ecosystem at the same time?

I created an index on [@symmetry\\_fi](#), just now, and put all available liquid staking coins in one basket, along with some [\\$SOL](#) and [\\$USDC](#) and [\\$USDT](#). In doing so I'm simultaneously providing liquidity to the Solana ecosystem, so people can swap in and out of the pool, thus rebalancing it!



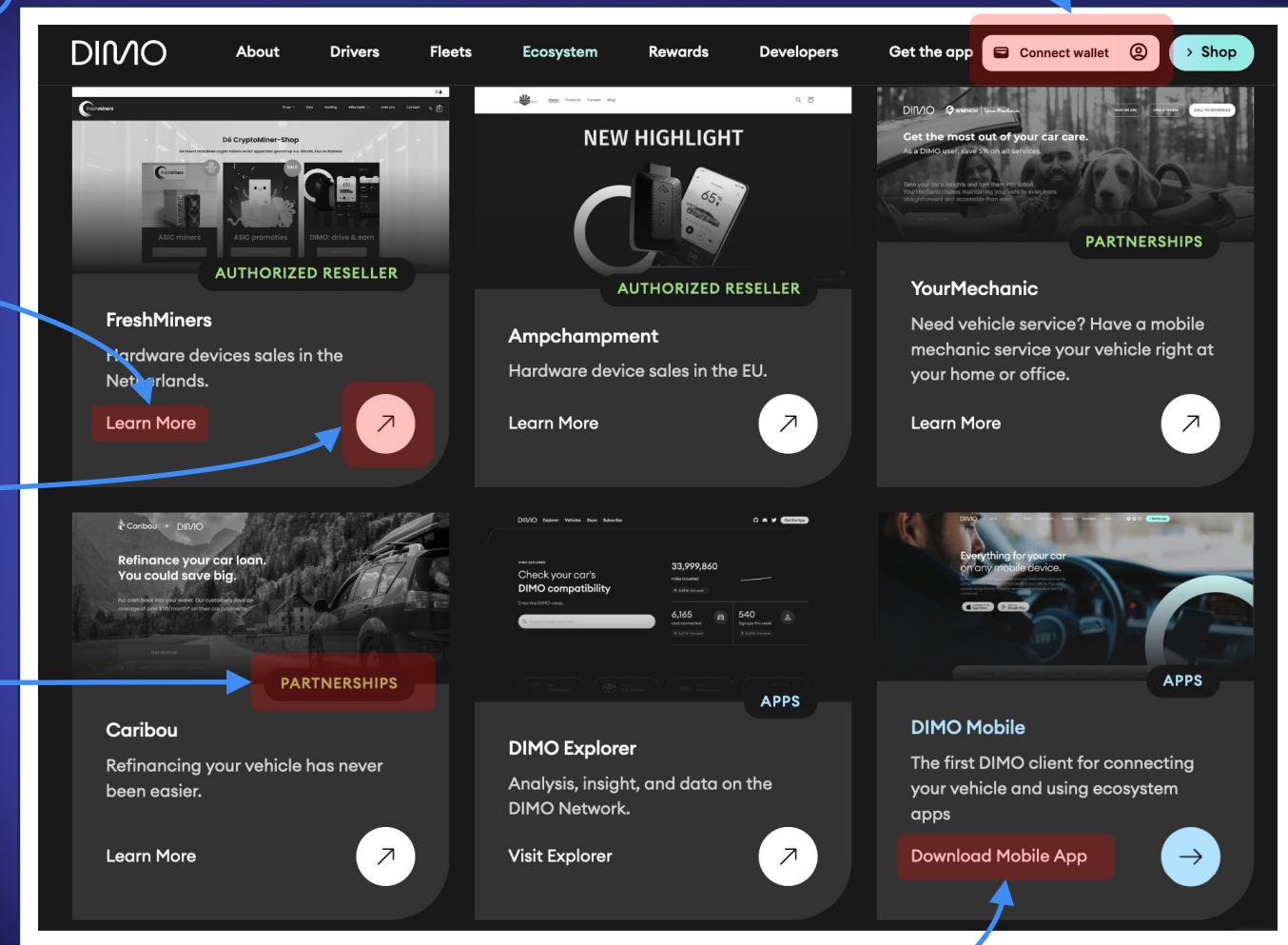
So if you want to stake your [\\$SOL](#), provide liquidity without the risk of impermanent loss, and earn yield on both your stake and the liquidity, consider buying into my SOLIQ index! (SOlana LIQuid) (Or SOLana IQ) ;)

[app.symmetry.fi/fund/3XxJ5VrYW...](https://app.symmetry.fi/fund/3XxJ5VrYW...)  
You can also create your own Funds or Index!  
Awesome stuff!

[symmetry.fi](https://symmetry.fi)

# For the Advertiser:

Increase velocity of your product adoption among all Web3 users



Observe and target individual wallets based on the entirety of their on-chain behavior

Understand a user's off-chain behavior by linking wallet to their Web2 trackers

Align growth incentives with your affiliate marketers, gamify and accelerate growth

Pay per conversion or sales event, or a flat royalty per specified outcome

# For the Media / News Aggregator:

You already write Web3 content. Now, include Defilliate links to monetize that content alongside any Web2 referrals

Incorporate Defilliate analytics to understand your readers on-chain behavior once they've interacted with your content. What types of articles/copy lead to higher conversions?

Compare readers' on-chain and off-chain behavior to better curate and focus your content

Embed relevant Web3 affiliate links to drive higher revenues

Align growth incentives with your affiliate marketers, gamify your growth



Search

## NFTS & GAMES

### Most Popular NFTs: Top Collections People are Watching

4.3 ★ | by Lim Yu Qian

Updated September 22 2023

#### What are the Most Popular NFTs?

The most popular NFT on CoinGecko is Nakamigos, which has been added to 1,234 users' watchlists. This suggests that more investors or holders are monitoring Nakamigos' price closely, despite it being a relatively recent collection.

Yuga Labs' Bored Ape Yacht Club (BAYC) is the second most popular NFT collection and is on 1,076 user watchlists. CyberKongz and bitmap follow further behind with 867 and 851 watchlist saves respectively.

Among NFTs launched in 2022, Pixelmon has emerged as the most popular collection after the project was revived, and is on 786 user watchlists.

Overall, each of the top 30 most popular NFT collections on CoinGecko have seen 400 or more users add them to their watchlists.

# Defilliate Simplifies the Marketing Stack



Whether you're a scrappy team building for a hackathon, or you're a multimillion-dollar project looking to scale, you need a solution that is available and effective for all size and price points

Defilliate is a baseline of all these solutions, offered on one platform, at a manageable price, with access that's simple, intuitive, and cheap

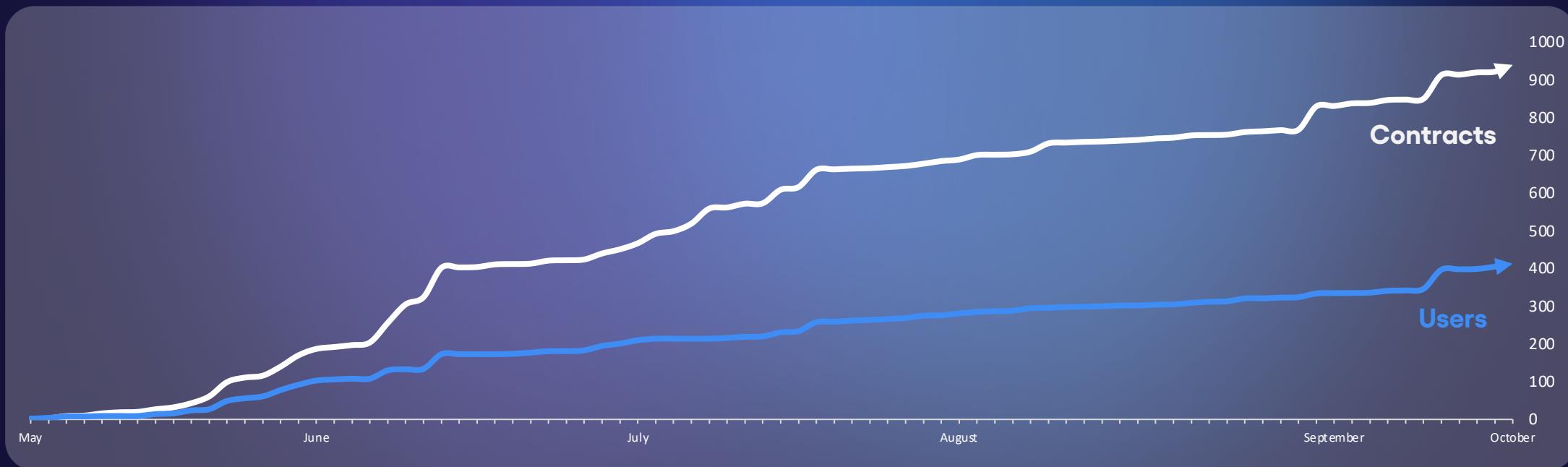
Currently: you need to mix and match what you need from these solutions **and pay for every single one.**

Or: you can choose Defilliate.

Which option is a team more likely to choose?

# Powered by SolSplits- A Solid Foundation

Automatic payments for affiliates and campaigns however they want them, in whatever currency they want it.



Validated & tested with ~**450 Users** deploying ~**1000 contracts** on mainnet. Expressed demand from ~10,000 more contracts waiting in the wings.

We identified a core problem and built, tested, and deployed a solution with scaling, UX, and our user in mind.

# Only Possible with Solana



## Quick Settlement and Finality



**Low Transaction Cost-** we can cover all gas fees



**SolSplits Payment Infrastructure** - dynamic composability for any type of commission structure



**cNFT's** - unlock unique reward mechanisms for affiliates and ecosystem partners



## Massive and Rapid Scaling

# The Plan

Short-Term  
**2023Q4**

Medium-Term  
**2024Q2**

Long-Term  
**2025-**

## Initiatives

- Build-out Web3 cookies
- Integration of Web2 cookieless tracking
- Integrating SolSplits payments
- Acquire first 3 customers

- Full public release
- Analytics and tracking platform for each customer vertical
- Setting up crosschain bridges to market to the full Web3 ecosystem

- Integrate fully into leading NFT marketplaces
- Build automated tool to dynamically recommend specific target wallets per affiliate campaign type, bespoke pricing per campaign

## Goals

- Run & validate one campaign
- Validate pricing model
- Setup referral leaderboard
- Validate Web3 x Web2 tracking and analytics accuracy

- 1000 signups from Creators
- 10 Completed and validated campaigns
- Outreach and BD to existing Web2 affiliate marketing platforms

- Accountable for 2% higher OpenSea, Tensor, Blur, Magic Eden NFT sales volume
- Integrate Web3 affiliate payments infra into leading Web2 platforms
- Automated, dynamic pricing per campaign

Short-term goal: validate the opportunity and break even

Long-term goal: empower at least 10% of all Web3 marketing campaigns

# What Sets Us Apart?



## Gamification for Blitzscaling Growth

We implement a competitive leaderboard for each campaign, allowing advertisers to incentivize rapid affiliate growth.

Web2 cookieless-tracking combined with Web3 embedded trackers to create a full wallet profile for on/off-chain behavior.

Current competitive landscape lacks a dynamic, scalable, cheap all-in-one solution.



## Payment Customization, Scaling, Interoperability

Dynamic, composable smart payments executed on Solana eliminates any concerns about gas fees, scaling costs, L2 complexity.

Daily settlement and underlying control of payment contracts and terms for a focus on preventing fraud and royalty mis-attribution.

# How Does Defilliate Make Money?

## We focus on cost.

Defilliate offers basic ad and affiliate services, universally available, with a customizable, low price for each type of user.

### Percentage of Sale

- Royalty based
- We succeed when you succeed

### Price per Action & Conversion

- Any form of cost-per-click or cost—per-conversion

### Flat Fee

- Initialization fee
- For one-time or recurring services
- Customizable settlement timelines with SolSplits
- Basic analytics free, upgraded analytics suite price-tiered
- Analytics separately available for all 3 types of user

# Accelerating the Solana Ecosystem



rpc mert | helius.dev ✅ 🔒  
@0xMert\_

I've reviewed many decks over the past week from Solana teams  
Just about everyone makes the same mistake  
Everyone talks about the problem they're solving and their solution  
And yes, of course you should do this — but that's barely half of it  
No one talks about their go to market (GTM) and distribution  
That's a massive mistake  
How are you going to get users? How are you going to keep them? Your tech stack is not something they care about  
Why you? Why your team? What have you built before? Why is now the best timing?  
Again, everyone talks about what they've built but no one talks about how to get it in the hands of users  
And no, saying "coming soon" or "stay tuned 🤪" isn't good marketing  
And no you also don't need a head of marketing for this, it's your job to sell — if the founder can't do it, how can anyone else?  
Pls pls pls Solana fam, more focus on GTM, distribution, and marketing

**It's been said before, it should be said again:**

**Teams cannot scale without a solid marketing plan**

Founders should feel comfortable being their own in-house head of marketing.

# Go-to-Market by Leveraging Our Connections



MESSARI



DIMO



3NUM



These are just some of the groups that have indicated they would use Defilliate for user growth

# Who Are We? Effective, Multidisciplinary Builders



## Andrew Fisher

CEO, DEFI DEGEN

- Lead Mobile Engineer at Phyn
- Previously a successful musician, touring across Japan & U.S.
- Allocated \$150k from Helium Foundation to build wHNT asset bridge
- Raised \$640k to found Noble Networks- a Web3 IoT and wireless communications provider



## Niko Le Mieux

COO

- Merrill Lynch, United Nations
- MBA- IE Business School, Tufts
- Previous career as a patented synthetic biologist and chemist
- Co-founded Web3 startup Hexagon Wireless, raised \$2M seed
- Previously raised \$17M in VC for AgTech clients, \$108M for \$INSP IPO



## Gage Bachik

CTO & CHIEF CYBERPUNK

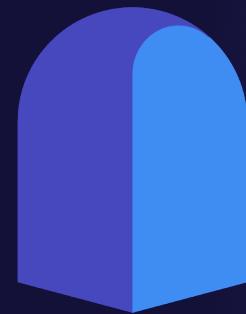
- Blockchain Lead at OpenSea- built Solana NFT marketplace
- MIS - University of Arizona
- Launched and built multi-million dollar NFT projects
- Created first-ever Solana compressed NFT staking programs
- Successfully hacked Magic Eden to derive and reverse-engineer source code of on-chain programs



## Elisei Barmushkin

HEAD OF DESIGN

- Head Designer at Trader Joe DEX, designed entirety of platform
- Senior Product Designer at Raydium and Velodrome Finance
- Designed UI overhauls for VALK's Merlin Wallet as well as Webacy



# Defilliate

**Re-Inventing Affiliate Marketing for Web3**

# Appendix - Active Defilliate Campaigns

The screenshot displays the Defilliate platform's interface for managing active campaigns. At the top, a banner features a purple and blue gradient background with a futuristic, space-themed illustration of a hand holding a glowing device. A dark overlay box contains the text "Active Campaigns" and "Available Earnings \$237,000". The main content area is titled "Featured Campaigns" and shows a card for "Helium Mobile". The Helium logo is at the top left, followed by the slogan "the future of mobile is YOU". Below the slogan, there are buttons for "DePIN" and "Wireless", and social media links for Facebook, Twitter, and LinkedIn. A descriptive text block reads: "Get Unlimited Talk, Text, And Data So You Can Text Your Friends, Call Your Mom, And Scroll On Socials Without Worrying About Usage...". To the right of the text is a photograph of two women wearing sunglasses, one in an orange top and the other in a black top. A "Participate" button is located in the top right corner of this image. Below the featured campaign is a section titled "Recommended Campaigns" with cards for "Coinflow", "Dimo", and "3Num". Each card includes a small thumbnail image, the campaign name, and a "Participate" button. Below these cards are performance metrics: "Pool Match", "Defilliates", and "Per Conversion". For Coinflow, the values are 100%, 4, and \$3.15 respectively. For Dimo, the values are 100%, 11, and \$1.50. For 3Num, the values are 150%, 28, and \$2.00.

Campaign	Pool Match	Defilliates	Per Conversion
Coinflow	100%	4	\$3.15
Dimo	100%	11	\$1.50
3Num	150%	28	\$2.00

# Appendix – Defilliate Creator Registration

The screenshot displays the Defilliate Creator Registration interface, featuring a dark-themed dashboard with various sections for user stats, point collection, and community engagement.

**Top Bar:** Shows the Defilliate logo and a call-to-action: "Invite 2 More Friends to Unlock Analytics".

**User Profile:** Displays the user's profile picture (C39f.GwWS), name, and invite status ("invited by @hoggins"). It includes a progress bar for earning 25 points (out of 100) and a link to the invite URL: [defilliate.xyz/invite5294](https://defilliate.xyz/invite5294).

**Overview:** Shows the user's current points total: 79517.

**Collect Points on Defilliate:** Offers ways to earn points by following social media accounts (X and Discord) and adding an email address.

**Points breakdown:** Details the user's activity: 71 invites sent, 71 people joined, and 71 pending points.

**Invited Users:** Lists users invited by the creator, showing their names, points earned, and status (e.g., "Signed up").

**Leaderboard:** A ranking of users based on points earned, with the creator at the top.

User	Points earned
343 C39f.GwWS	79517
1 C39f.GwWS	3.2210
2 C39f.GwWS	3.2210
3 C39f.GwWS	3.2210
4 C39f.GwWS	79517
5 C39f.GwWS	79517
6 C39f.GwWS	79517
7 C39f.GwWS	79517
8 C39f.GwWS	79517
9 C39f.GwWS	79517
10 C39f.GwWS	79517

**Footer:** Encourages users to "Stay in the loop" with social media links (Twitter, LinkedIn, GitHub).

# Appendix – Analytics for Creators

**Defilliate**

Invite 2 More Friends to Unlock Analytics >

The screenshot shows a user profile for 'C39f.GwWS' with 25 points and a progress bar to 100 points. It includes a link to invite friends: 'defilliate.xyz/invite5294'. Below this is a blurred view of analytics data, including a pie chart and a line graph, with a message: 'Invite 2 More Friends To Unlock This Content'.

Leaderboard

User	Points earned
343 C39f.GwWS You	7.9517
1 C39f.GwWS	3.2210
2 C39f.GwWS	3.2210
3 C39f.GwWS	3.2210
4 C39f.GwWS	7.9517
5 C39f.GwWS	7.9517
6 C39f.GwWS	7.9517
7 C39f.GwWS	7.9517
8 C39f.GwWS	7.9517
9 C39f.GwWS	7.9517
10 C39f.GwWS	7.9517

Show more