



# NFTIZ - Memo

## Our mission

Unlocking Performance Marketing for the 1 trillion \$ web3 Industry

## What is performance marketing?

Performance Marketing ( aka affiliate marketing ) is an advertising model that greatly benefits advertisers. Why?

- ROI driven - Pay on results.
- No up-front cost.
- Control Acquisition cost and scale easily.

## Why we focus on web3?

- It's a **growing industry** with **high demand for tracking solution** and **performance model to grow**.

## Why us?

- We have been working in the affiliate marketing space for **over 10 years**.
- For the past 4 years, we operated an affiliate network and made **>140m \$ revenues**

## How we solve the problems.

- With our tracking solution, we **unlock performance marketing** so projects get **better ROI** on their marketing spend and scale.
- With a **marketplace of web3 affiliate offers**, publishers can **monetize their audience** promoting web3 projects and **getting commissions on Token & NFTs sales**.
- With our **smart contract**, we secure budget, **de-risk transactions**, and pay publishers **instantly**. We are solving a major challenge in the current affiliate space.

## Where do we stand currently.

- we built a working **beta app** and we are currently onboarding **25** web3 projects across multiple niches ( DeFi, gaming, mining, exchanges, NFTs )
- **100k advertising budget** already secured on the smart contract

## Why we raise money.

- it's a network effect. We need to **scale fast** to get leading position.
- Built a better app
- Marketing Budget to promote our clients.

## Why invest in us?

- Proven team and results.
- Already live and profitable.

Want to get in early and secure our \$NFTIZ token at the best price?

→ Reach us at **partners@nftiz.com**