



NFTIZ - Memo

Our mission

Unlocking Performance Marketing for the 1 trillion \$ Web3 Industry

What is performance marketing?

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

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

Why do we focus on web3?

- It's a **growing industry** with **high demand for tracking solutions** and a **performance model to scale efficiently**.

Why us?

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

What are the benefits of our solution?

- 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** by promoting web3 projects and **earn commissions on Token & NFTs sales**.
- Our **smart contract** secures advertisers' budgets, **de-risk transactions**, and offers instant payment to publishers. We are solving a significant 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 do we raise money?

- It's a network effect. We need to **scale fast** to get the leading position.
- Build a better app for easier onboarding.
- Ad budget to benchmark offers.

Why invest in us?

- Experienced team and proven results (9 fig revenues)
- We are already live and profitable.

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

→ Reach us at [**partners@nftiz.com**](mailto:partners@nftiz.com)