

prezzo - location based advertising platform that pays the user

Help reduce junk mail left in your physical mailbox using a platform that will allow advertisers find relevant users who wish to receive and view ads in return for a (small) payment. The inspiration comes from these stickers very common in Holland, that tell the advertisers not to leave ads. <https://www.dropbox.com/s/0mufw5wq1iibnin/mailboxes.jpg> An app will allow a user to define what ads they're willing to receive, for example, only supermarket deals within 2 KM of their location. An advertiser would be able to push ads to relevant users' app (not their email), without knowing who they are, by sending, say, 65 "PREZZO" (price in Italian), with a hash of the ad to an ethereum contract that would hold the money. Once the ad is viewed, a token revealed in the ad would allow the user to claim the 65 PRZ in the contract. if not claimed within a timeout, the contract would return the PRZ. The community could be used to ban spammy advertisers. Users get ads better suited for them, get paid, and advertisers get quality "leads". This can lead to less paper spam in your physical mailbox.

<https://hack.ether.camp/public/prezzo---location-based-advertising-platform-that-pays-the-user>

<https://github.com/odotan/prezzo>