**Coinzilla Clone**

## **1. Problem Statement**

Many Indians are investing in crypto but don’t understand real-time tracking, wallet

management, or market news. Build a responsive website that shows prices, news, and allows

crypto wallet integration.

## **2. Tools & Technologies Used**

* HTML5, CSS3, JavaScript (ES6+): Core web technologies for structure, styling, and interactivity.
* Figma (Assumed): Likely used for UI/UX design and prototyping.

Tools and Technologies Used

Frontend Development

- HTML5: Semantic markup for structure

- CSS3: Advanced styling with flexbox, grid, and animations

- JavaScript: Interactive features and dynamic content

# **3. Creative Features Added**

**Price alert** :- Price alert is a feature which give you alert about the current price of crypto coin like which coin is increasing or decreasing

**Real time Table** :- In this feature we show all crypto price what is going is it making profit or loss and als show the real time of the that coin

**Pricing Strategy**

**Primary pricing model**

Advertisers are charged for every 1,000 impressions

Banner size (e.g., 728x90, 300x250, etc.)  
Device targeting  
Geographic targeting (Tier 1 countries cost more)  
Placement (homepage vs. inner pages)

Price alert function which has subscription model

# **5. Challenges Faced and Solutions Implemented**

Building a real-time bidding (RTB) system for matching ads to inventory.  
Developing a scalable ad-serving infrastructure (low latency, global reach).

Managing brand safety and ad content moderation.

Convincing advertisers to try your new network over Coinzilla or CoinTraffic.  
Onboarding publishers without a track record or large case studies.

Figma link :- https://www.figma.com/design/bIVTsbLMCyGftocGSOVQed/Untitled?node-id=80-2&t=Dt09hPYmVBAoH0dL-1



