

SYM-Ads - Decentralized contextual advertising for Advertisers and Web-developers

SYM-Ads - A Blockchain-powered contextual advertising for Advertisers and Web-developers. Contextual advertising is a form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing. An example of contextual advertising is an ad offering a special price on a flight to Italy appearing on a website concerning traveling in Europe. Contextual advertising is also called "In-Text" advertising or "In-Context" technology. Contextual ads and its dot effect are less irritable than traditional advertising. That is why it influences users more effectively. It shows the user area of interest thus increasing the chance of receiving a response. Contextual advertising has made a major impact on earnings of many websites. Because the advertisements are more targeted, they are more likely to be clicked, thus generating revenue for the owner of the website (and the server of the advertisement).

This proposal is intended to fund allocation (49 000 USD) to support development of advertised SYM-based platform.

Executive summary.

SYM-Ads is a decentralized marketplace that unites advertisers and web-developers.

Our proposal is to build a decentralized marketplace of advertising excluding third parties (no intermediary websites, no finance intermediary).

SYM-Ads will further implement blacklists, this will protect the advertiser from cheating and unscrupulous developers.

Development will be for Symbol. Using Aggregate Transaction and Mosaic is required.

Business model.

Will create a namespace and mosaic.

Feature for mosaic:

Initial supply - 8 999 999 999 coins

Divisibility - 2

Mutable supply - false

Users will be able to exchange XYM to mosaic in both directions through an admin panel, the levy will be 1-5%. In future this mosaic will be added to exchanges.

Possible include levy on transfer mosaic from Advertiser to Webmaster.

By default ads do not use targeting for time, day of week, geolocation. For using this function I need to set up the price to e.g. 0,03\$ and above.

Go-to-market strategy:

1. Advertise yourself in contextual advertising from advertisers. It will be for this project is free.

On every site of Advertisers there will be ads for this project, it many watchers.

2. Public webpage of the open-source project on Bitbucket.

3. Airdrop small amount of mosaic with message of this service for active accounts.

Why we chose SYM:

1. Mosaics are easily created, authorized by a corporate namespace, and run by flexible off-chain smart contracts. Price are powered by mosaics.
2. SYM's blockchain platform has the ability to handle large volumes of transactions at low costs.
3. The SYM community around the world is active and growing. We are very keen to help contribute to these global communities.
4. Aggregated Transactions merge multiple transactions into one, allowing trustless swaps, and other advanced logic. SYM does this by generating a one-time disposable smart contract. When all involved accounts have cosigned the aggregate transaction, all the inner transactions are executed at the same time.

My project will advertise the platform SYM, increase the number of transactions in the network, people will be able to independently buy and sell traffic for their sites, the project will demonstrate the unique capabilities of Symbol platform that has no analogues in other blockchains,