



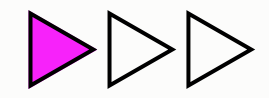
▼ PR3SENCE.XYZ
 ▼ PR3SENCE.XYZ
 ▼ PR3SENCE.XYZ

On-Chain Targeted Ads



Launch App

“
**Advertiser
 Deck**
 ”





Paid Marketing with Ads in web3 is **Hard**



**Ad Networks are
Limiting Crypto Ads**



**No On-Chain
User Targeting**



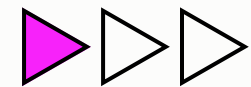
**No On-Chain
Conversion Tracking**



**Users Against
Cookies and Invasive
Data Collection**



**Poor ROI and
On-Chain
Conversions**





Pr3sence the blockchain driven ad network

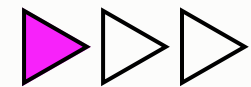
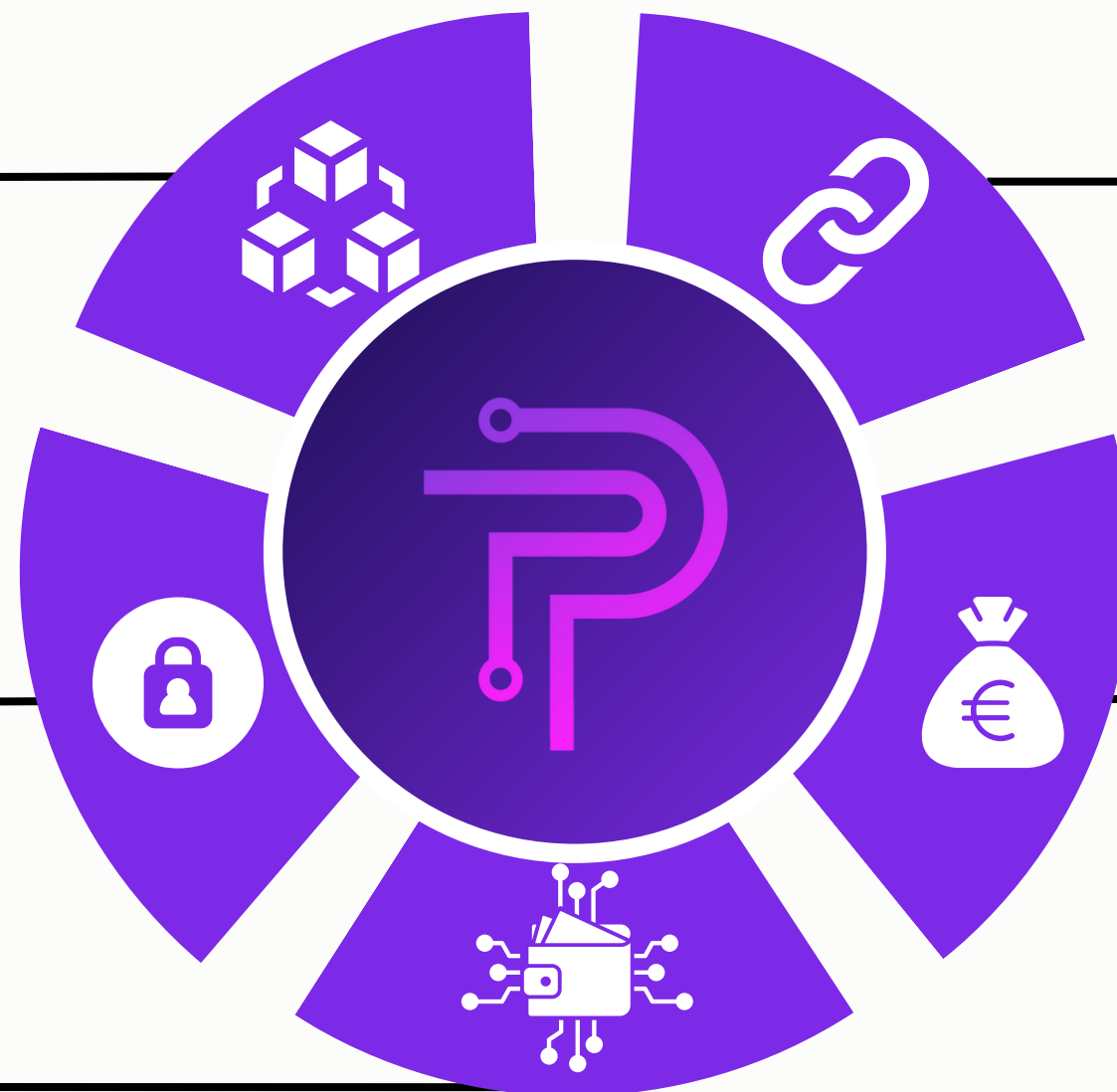
Built for Web3
Projects to Acquire
Truly Web3 Users

Supports
On-Chain
User Targeting

Privacy-Centric
and
Zero Cookies

On-Chain
Conversion
Tracking

Fully Web3 Native

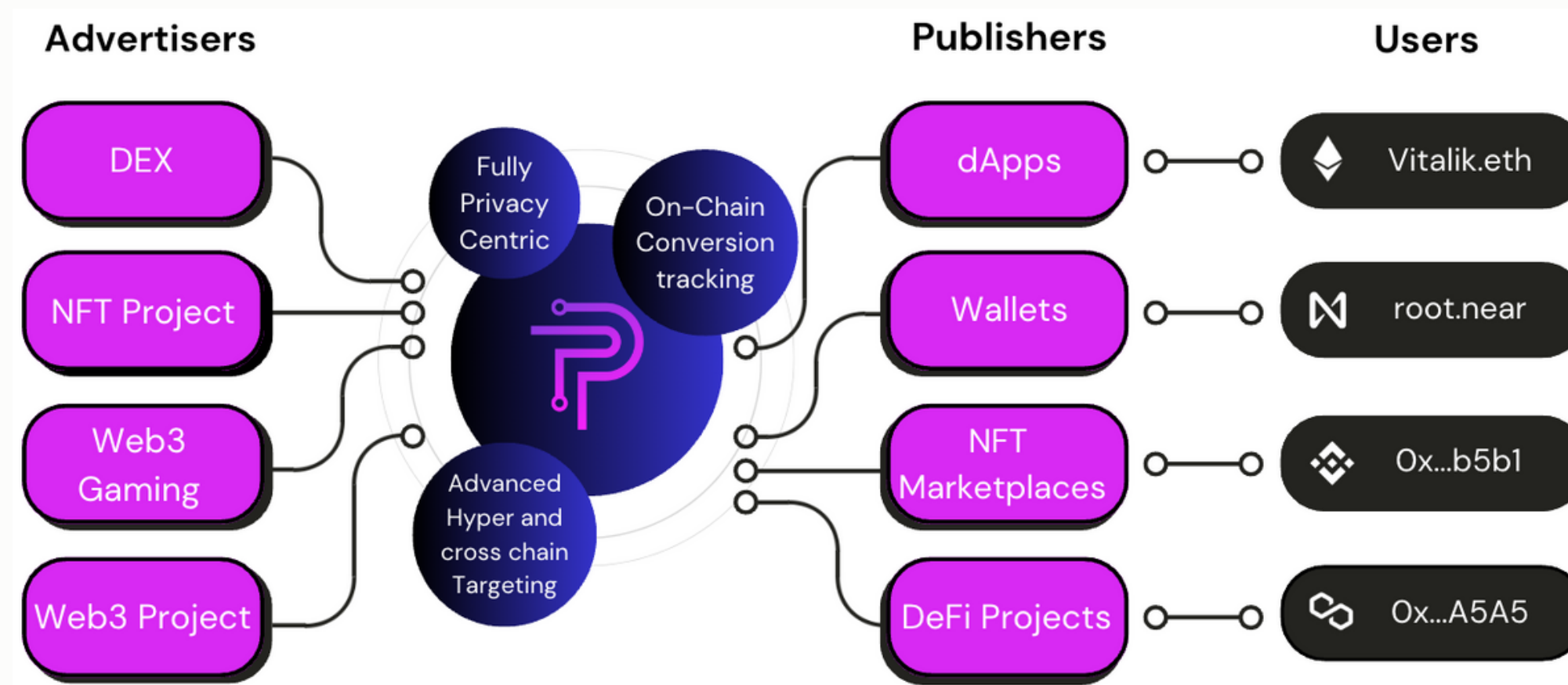




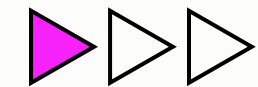
How does it work?



Pr3sence Serves Display Ads on dApps and Crypto Sites



Ads are targeted with only on-chain data when a wallet is connected





Example Ads on NearBlocks in Red



Near Protocol Explorer

All Filters Search by Account ID / Txn Hash / Block



Sponsored: 1inch - Store your tokens safely. Go self-custodial with the 1inch Wallet - Download now

| | | | |
|---|---|--|---|
| <p>NEAR PRICE \$1.12 @0.00004 BTC (-0.21%)</p> | <p>TRANSACTIONS 380.67 M</p> | <p>GAS PRICE 0.0001 ₳ / Tgas</p> | <p>NEAR TRANSACTION HISTORY IN 14 DAYS</p> |
| <p>MARKET CAP \$1,055,766,072.00</p> | <p>ACTIVE VALIDATORS 215</p> | <p>AVG. BLOCK TIME 1.22450000 s</p> | |

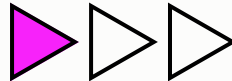


Latest Blocks

| | | | |
|----|-----------------------------|--|-----------|
| BK | 101,483,590 a minute ago | Author stardust.poolv1.n... 15 txns | 79.2 Tgas |
|----|-----------------------------|--|-----------|

Latest Transactions

| | | | |
|----|-------------------------------|--|-----|
| TX | EgC6H4...NBz1 a minute ago | From sweat_welcome.ne... To token.sweat | 0 ₳ |
|----|-------------------------------|--|-----|





Case Studies from Near

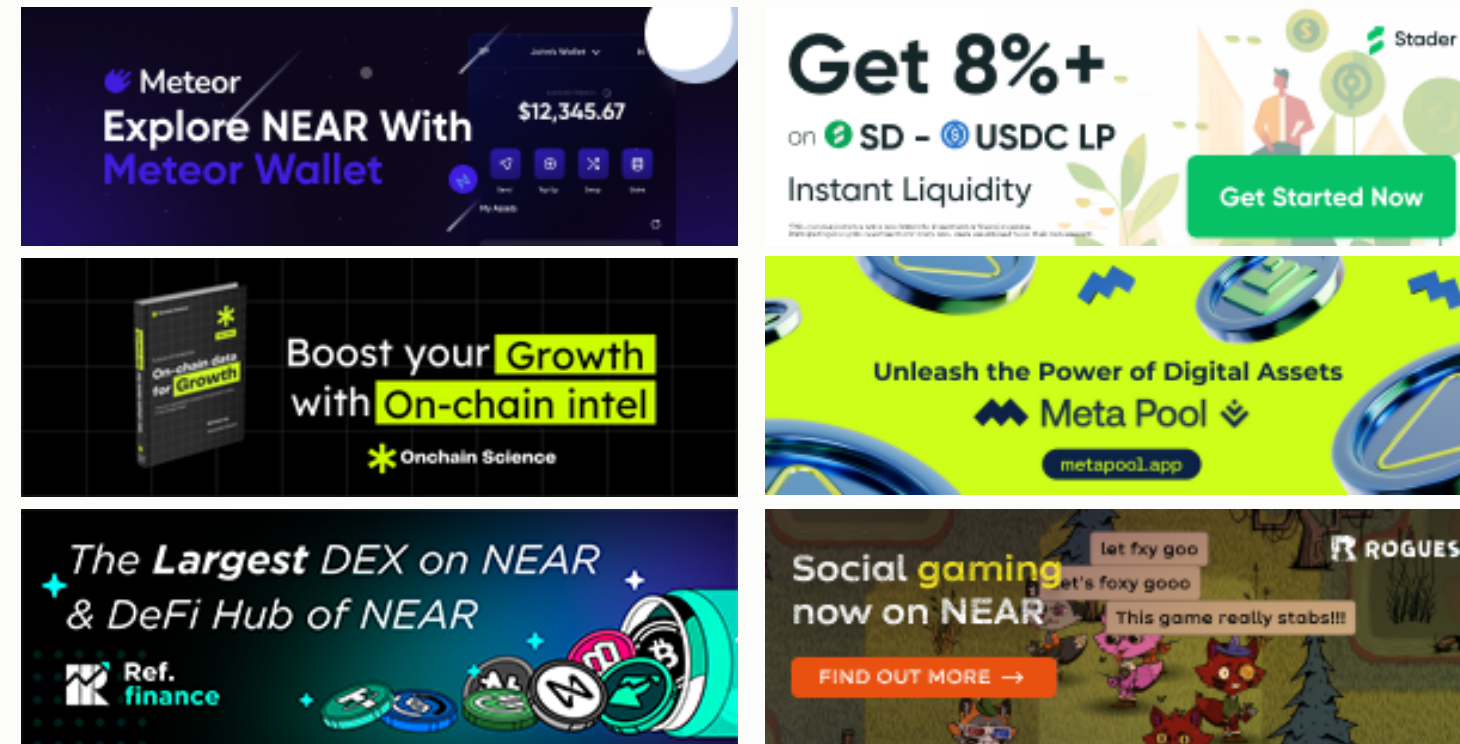


1M+ Ads served on NEAR

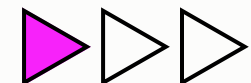
Average 0.8%+ CTR
(80% better than Google)

Worked with 20+
Advertisers & Publishers

Examples of our ad banners on NEAR



Now Launching on
ETHEREUM





Pr3sence Testimonials from NEAR



Advertiser

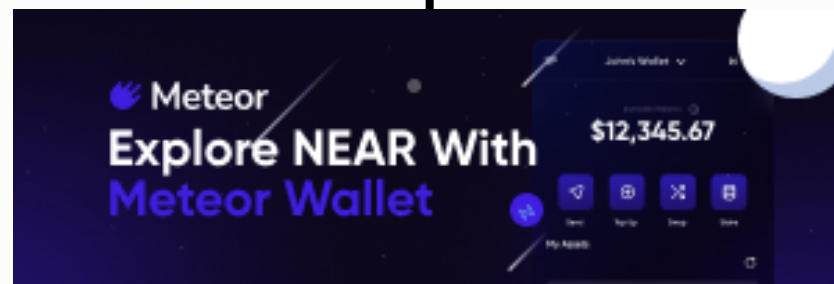


Our experience with Pr3sence from onboarding was excellent. The team are super helpful and the account management portal at Pr3sence is both easy-to-use and full of useful features to help better analyse and improve our web3 advertising campaigns.

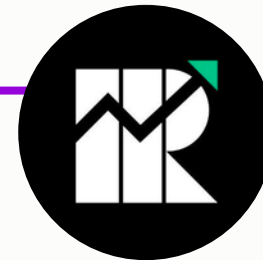


~Soleco, CMO at Meteor Wallet

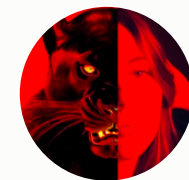
15k+ ADS SERVED
WITH
0.88% CTR



Advertiser & Publisher



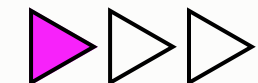
Seamless onboarding of the partnership with very clear instructions and support for onboarding and all metrics and costs. Pr3sence is an easy to use solution with clear steps, quick integration, very communicative and helpful team.



~thectrlaltf, CMO at Ref.Finance

20k+ ADS SERVED
WITH
0.83% CTR

180k+ ADS HOSTED
WITH
0.8% CTR





Advertiser Dashboard



Switch to Publisher View

Top Up \$1500 [refresh] [bell] George

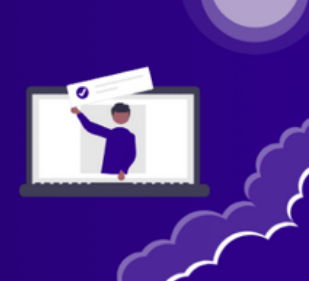


Advertiser Dashboard

Welcome back George!

Let's maximize your advertising ROI. Use this dashboard to track your campaign's progress and make data-driven decisions.

Credit: \$1,500



Top Performing Campaigns

Reach Campaign 1st 🏆

Reach
1 Ad Items

👁️ 531 🖱️ 321 💬 \$63 📄 275

Last updated on Tue 5th September 2023

Awareness Campaign 2nd 🏆

Awareness
1 Ad Items

👁️ 302 🖱️ 230 💬 \$44 📄 276

Last updated on Tue 5th September 2023

Conversions Campaign

Your Audience

Overview of your segmented clicks audience from the last 7 days.

Impressions **Clicks** Spend

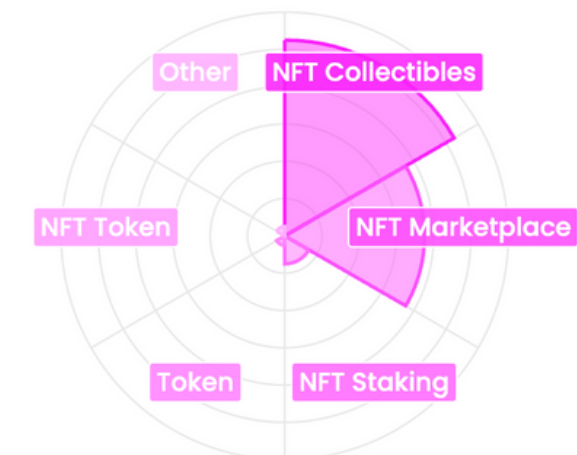
Prev 7 Days

24

Clicks

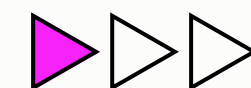
Unique Wallets Reached

23



● NFT Collectibles - 49% ● NFT Marketplace - 35% ● NFT Staking - 7%
● Token - 2% ● NFT Token - 2% ● Other - 2%

Your Ads are Setup via the Pr3sence dApp





Pricing



Non-Wallet Connected Users

***CPM**
\$7.50

***CPC**

\$0.50

***Est. Results per \$1000 Ad Spend**

88,000+ Ad views
660+ Ad clicks

Wallet Connected Users

***CPM**
\$10.00

***CPC**
\$1.00

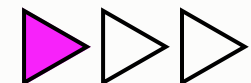
57,000+ Ad views
400+ Ad clicks

Prices are currently Fixed
(will become dynamic in the future)



*CPM = Cost per Mille (cost per 1000 ads served)
*CPC = Cost per Click (per user clicking on your ad)
*Est. Results = Predicted impressions and clicks based on a 0.75% CTR (Click Through Rate)

Connect a wallet and deposit USDT to your balance (no minimum deposit or ad spend)





Get Started



Gain Users & Stand out

With Pr3sence Web3 Ads

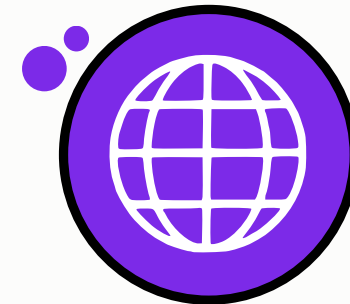
25% FREE Extra Ad Credit

Users who top up over \$250 to their accounts before 31st October will receive 25% extra ad credits to use for free (25% extra ad impressions / Clicks)

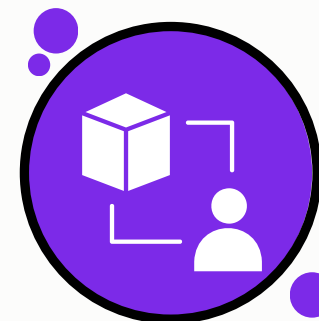
[GET STARTED](#)



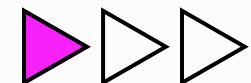
Drive Sales and On-Chain Conversions



Show your brand to the right people

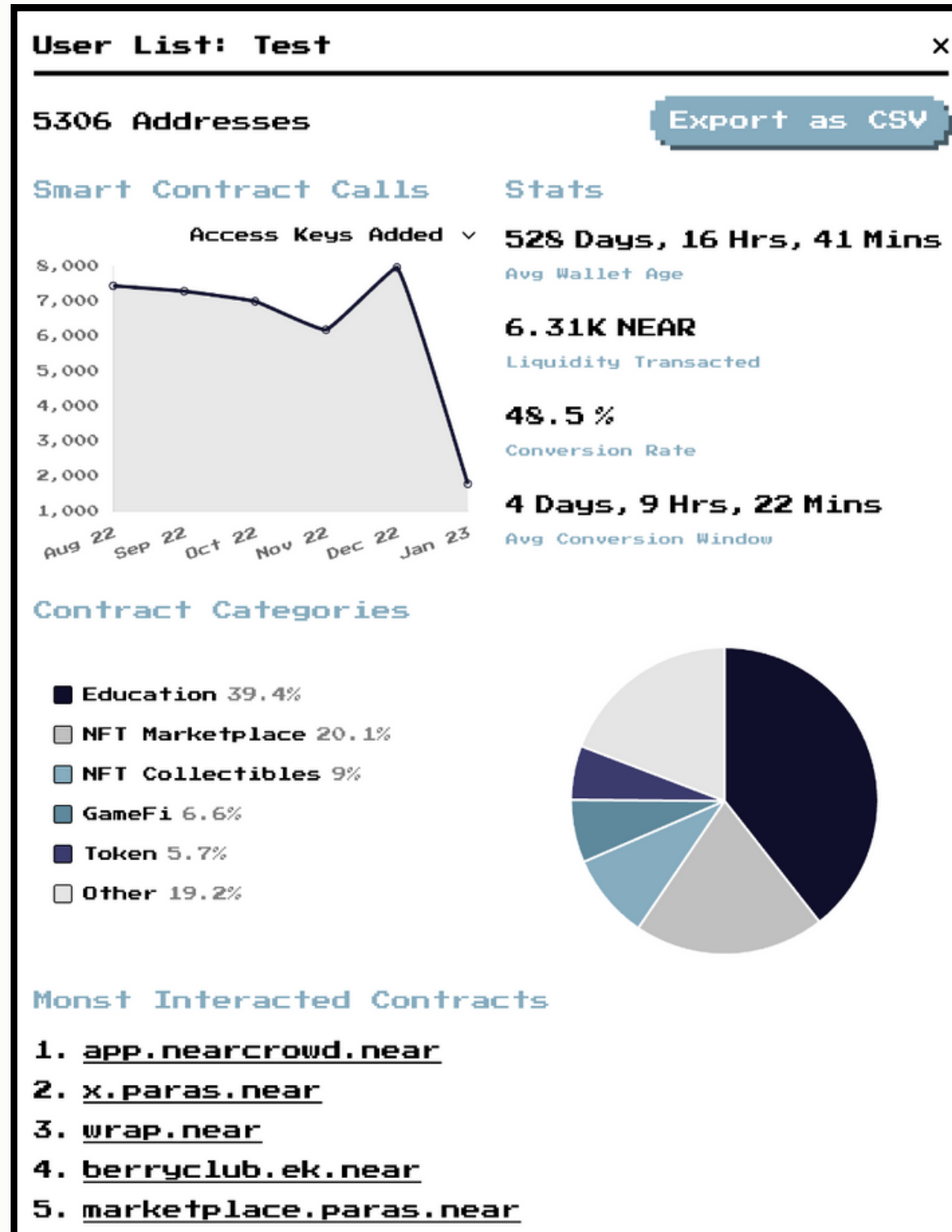


Acquire new Users





Upcoming Features

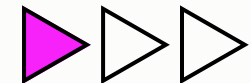


Coming Soon : *'Insights'* a business insights tool.

This will enable hyper-targeted user lists which you can then advertise to, based on metrics such as:

- User trading PnL
- User holding X assets for X time
- User trading volume
- Users holding specific Tokens or NFTs
- Users who held an NFT between 2 dates.
- More to come, contact us for custom enquiries

Early Users of the Pr3sence ad Network will get FREE access to the 'insights' Tool





Also interested in hosting our Ads?

- Only takes a couple minutes to set-up
- Only collects on-chain data, using Zero Cookies
- Earn for every impression and click, instantly and withdraw anytime

Code 

```
<script src="http://localhost:3000/pixel?zone_id=1751656821"></script>
```



1 line of code to integrate

[Contact our team to learn more](#)

"Seamless onboarding of the partnership with very clear instructions and support for onboarding and all metrics and costs. It was quick integration, and the Pr3sence team was very communicative and helpful." - Ref.Finance (#1 DEX on NEAR)

