PR3SENCE

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On-Chain Targeted Ads

Launch App

Publisher Deck

The Problem with other web3 ad networks

Invasive Data Collection & Cookies

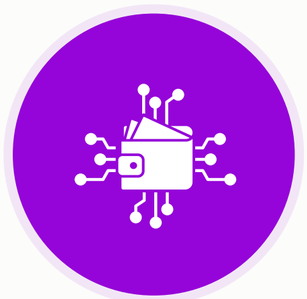
Low quality ads and **no control**

Don’t always pay for CPM & CPC

Lack of Web3 Native payments

PR3SENCE Blockchain Driven ad network

Pays for both
CPM & CPC

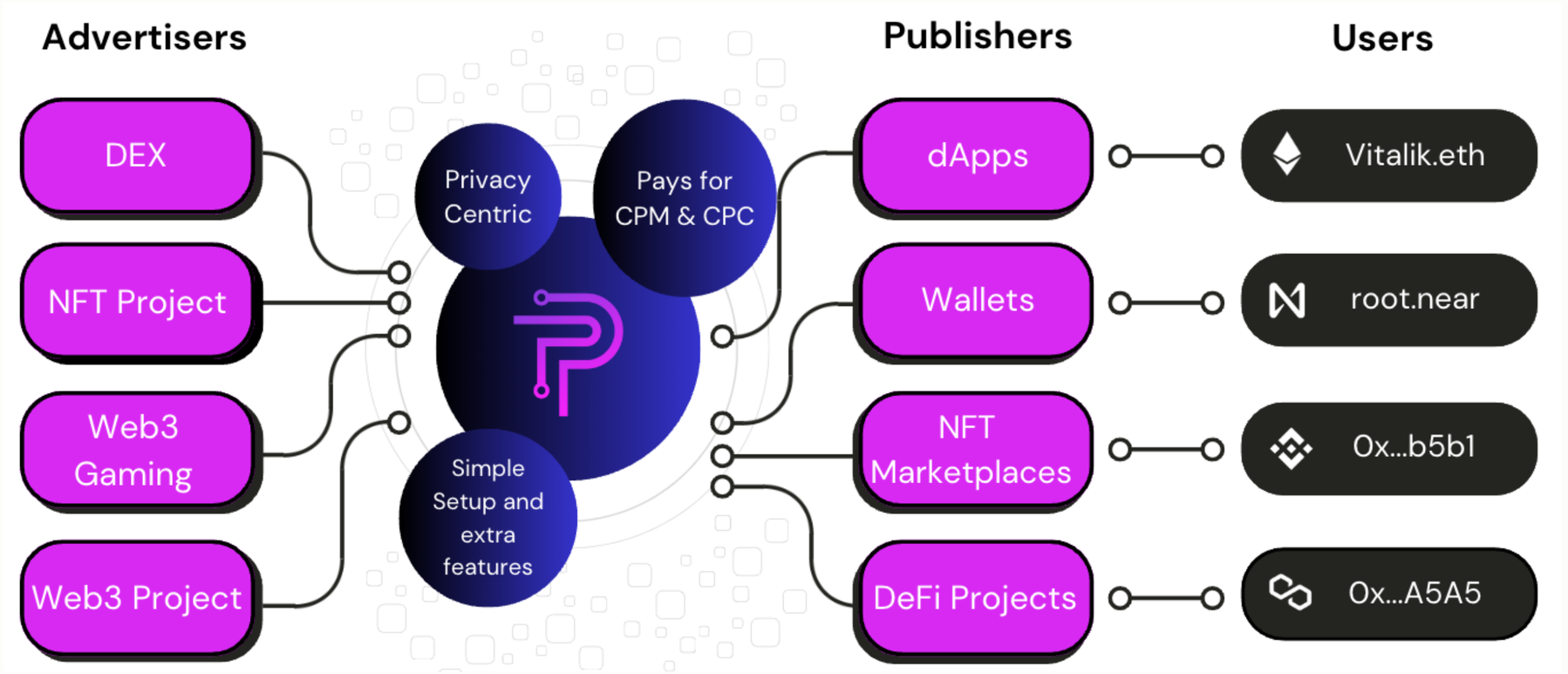


Fully Web3 Native.
Withdraw Anytime

Fully Privacy-Centric.
Zero Cookies.

Control Over Your Ad
Serving Experience

Pr3sence Supports Ad Hosting on dApps & Crypto Sites



Sites with wallet connect can earn more by hosting on-chain targeted ads

Publisher Dashboard

Switch to Advertiser View

Withdraw | Earnings: $500 | Hartson

Publisher Dashboard

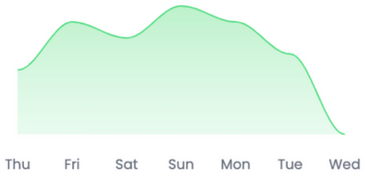
Welcome back Hartson!

Let's maximize your publishing earnings. Use this dashboard to track your different zone performance.

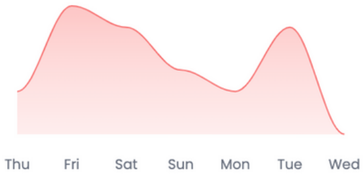
Earnings: $0

Income
Last 7 days
1
46%

Impressions
Last 7 days
45
13%



Clicks
Last 7 days
25
22%



Top Performing Zones

Zone 3
300x100
https://pr3sence.xyz
$8 | 311 | 379 | 203
Last updated on Wed 20th September 2023
1st

Zone 2
300x100
https://pr3sence.xyz
$6 | 521 | 297 | 353
2nd

Your Audience

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

Impressions | Clicks | Income

Prev 7 Days

0
Impressions

No impressions data found

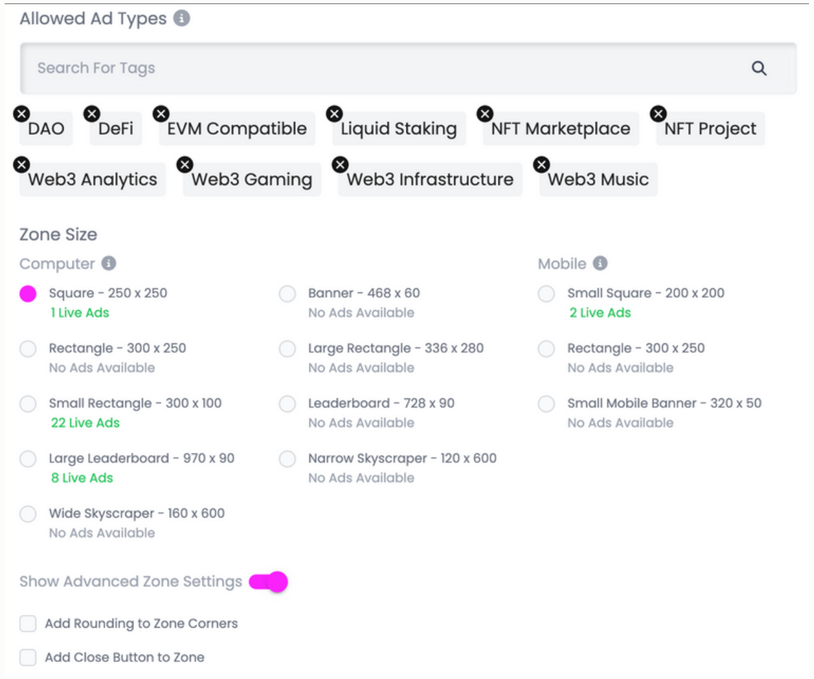
Unique Wallets Reached

Setup Your Ad Hosting Zone Through the Pr3sence dApp

Getting Setup

1 **Create your ad zone**

- **Select the categories to show**
- **Select the Size**
- **Add additional Features**



2 **Implement one line of code into your site or dApp**

3

- **Only takes a couple mins to set-up**
- **Only on-chain data collected, Zero Cookies**
- **Earn for every impression and click, instantly, withdraw anytime**

Example Ads on NearBlocks in Red

NEARBLOCKS

Home | Blockchain | Tokens | Languages | Sign In

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**

NEAR PRICE
$1.12 @0.00004 BTC (-0.21%)

MARKET CAP
$1,055,766,072.00

TRANSACTIONS
380.67 M

ACTIVE VALIDATORS
215

GAS PRICE
0.0001 Ⓝ / Tgas

AVG. BLOCK TIME
1.22450000 s

NEAR TRANSACTION HISTORY IN 14 DAYS

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

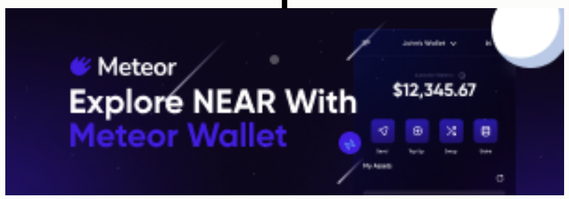
Pr3sence Testimonials

Advertiser

15k+ ADS
SERVED
WITH
0.88% CTR

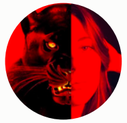
Our experience with Pr3sence from onboarding was excellent. The team are super helpful and the account management portal at Pr3sence is both easy-to-use and full of useful features to help better analyse and improve our web3 advertising campaigns.

~Soleco, CMO at Meteor Wallet



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

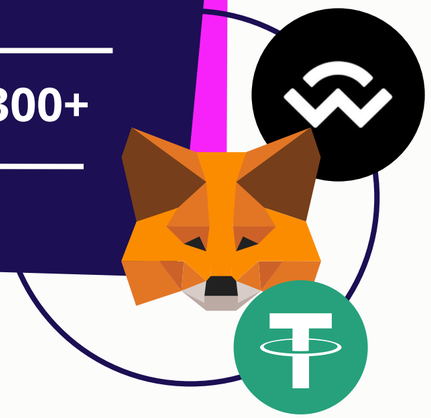
20k+ ADS
SERVED
WITH
0.83% CTR

180k+ ADS
HOSTED
WITH
0.8% CTR

Ad Hosting Earning potential

	Non-Wallet Connected Users	Wallet Connected Users
*CPM	$5.6	$7.50
*CPC	$0.38	$0.75
*Est. earnings (per 100k page visits)	$840+	$1300+

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



Withdraw anytime, any amount, to a wallet in USDT

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

Get Started

Earn on Every
Impression and Click

Fully Privacy-Centric
and Zero Cookies

High Quality Ads and
Control of What You Serve

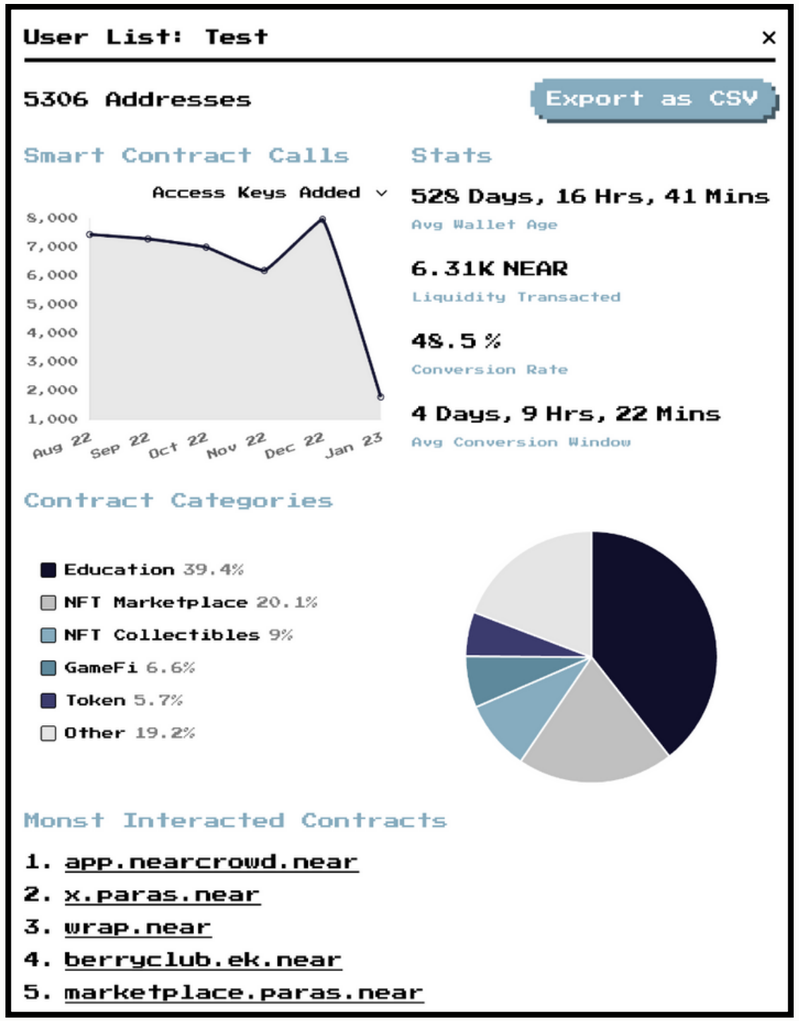
Take Control of Your Ads and Earn in Crypto

With Pr3sence Web3 Ads

Start hosting ads with Pr3sence and get early and free access to its suite of new business insights and marketing tools releasing soon

GET STARTED

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