Snipix

BLOCKCHAIN SOCIAL MARKETING TECHNOLOGY

WHITE PAPER

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TOPICS TO BE COVERED

Snipix | 2024

Blockchain History

WHAT THE FUTURE HOLDS

Many of the technologies we now consider essential were once unimaginable. For instance, think about how dramatically cell phones have transformed our daily lives and work. In the past, phones were fixed to a wall, serving only for voice calls. Today, we can run businesses from virtually anywhere in the world using our smartphones. It's astonishing to realize that smartphones have been in our hands for just over a decade!

We are currently experiencing another revolution: Blockchain. This innovative technology functions as an automated database, maintaining a continuous chain of records known as "blocks."

The first stage in blockchain development was Bitcoin, a digital currency with a market capital of over $1 trillion (CoinMarketCap, 2021). It is utilized by millions of individuals and corporations for payments and has now been accepted in global markets.

The second stage in blockchain development was the discovery that the system that bitcoin ran on could be isolated from the currency and utilized for a wide range of other applications. The majority of major budgetary establishments are doing blockchain exploration right now, and 21% of banks will utilize blockchain technologies in 2021 (Graffeo, 2021).

The third stage was known as the "smart contract," created in an upgraded blockchain framework called Ethereum, which assembles programs specifically into blockchain that permits monetary instruments, similar to loans or bonds, unlike the money-like tokens of Bitcoin. The Ethereum network now has a market capital of around $385 billion, (CoinMarketCap, 2021) with many company developments working off the framework.

These developments were achieved over a 10 year time frame by world class researchers, cryptographers, and mathematicians. As these advancements in technology hit society, things are certain to get somewhat abnormal. Self-driving cars and automations will utilize blockchain to pay for administrations like charging stations and public transport. International money exchanges will go from taking days to a couple of minutes, with a higher level of security that the present system does not have.

Foreseeing what course it will all take is hard. Did anyone see web-based social networking (Facebook, Instagram) coming? Who would of thought that the time people spend checking up on friends and looking at photos would take over the time people spend watching TV? The rate of such change is often underestimated and for this reason the long term impacts remain unknown. In any case, it is anticipated that progress within the blockchain business will have an impact that will be "larger than the internet boom from the nineties." What we can foresee is that as blockchain develops and more individuals get on to this new method of coordinated effort, it will stretch out into everything from supply chains to online dating (taking out the likelihood of phony profiles for example). Blockchain really is the revolution of things to come.

Problems with current marketing system

SNIPIX HAS FOUND TWO PROBLEMS WITH TODAY'S SYSTEM.

The primary issue lies within today's marketing system. For every dollar spent on advertising, you only receive 40 cents in return. Take, for instance, the $50 billion allocated to social media marketing in 2024; according to this data, that translates to $30 billion going to intermediaries like Facebook and Instagram, leaving just $20 billion available for genuine marketing efforts.
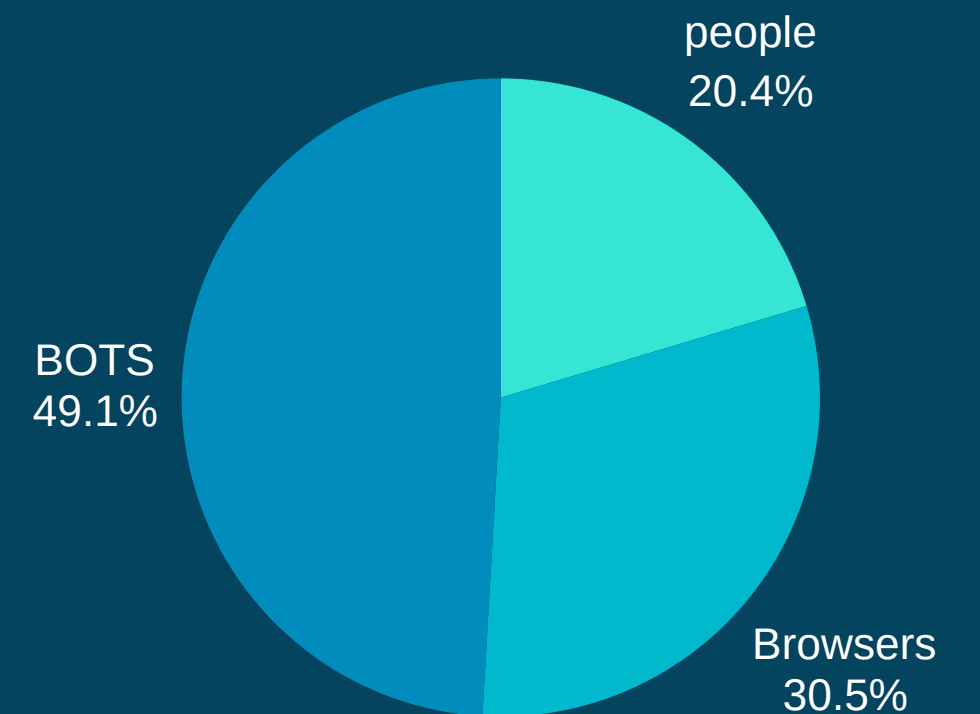
Marketing
40%

Middle man
60%

The second challenge is attracting organic customers who can yield a return on investment (ROI).

A significant portion of the marketing budget may end up reaching consumers who have little to no interest in the products being promoted.

For example, if you invest $100 in a pay-per-click marketing campaign, only about 20% of the audience reached is likely to be organic. Bots could account for 50%, while the remaining 30% consists of casual browsers or clicks from sponsored ads.

Last year, bots alone caused losses and fraud amounting to $7.2 billion. Therefore, from the remaining $14.4 billion of the initial $36 billion investment, only $2.9 billion will effectively connect with targeted consumers.

people
20.4%

BOTS
49.1%

Browsers
30.5%

Solution using Blockchain

SNIPIX's solution is to create a Blockchain marketing application that cuts out the middleman and pays organic customers in Tokens (PIXC) to view the advertisements.

Store owners advertise via the SNIPIX application similar to Facebook or Instagram. The customers have the option to choose their favorite stores, categories or set a range for stores in their local area to receive advertisements. They will scroll through the App, watching advertisements they are interested in, for stores they love while earning PIXC tokens to use back in those stores.

Store owners will be able to purchase a SNIPIX beacon allowing them to set in store specials that will be sent to customers via Bluetooth when they are in range of the store.

The customer will receive the special on the App while walking around the store, making the system a living Pay Per Click. They can elect to see advertising from their favorite store or a certain item, making sure they never miss out on a bargain.
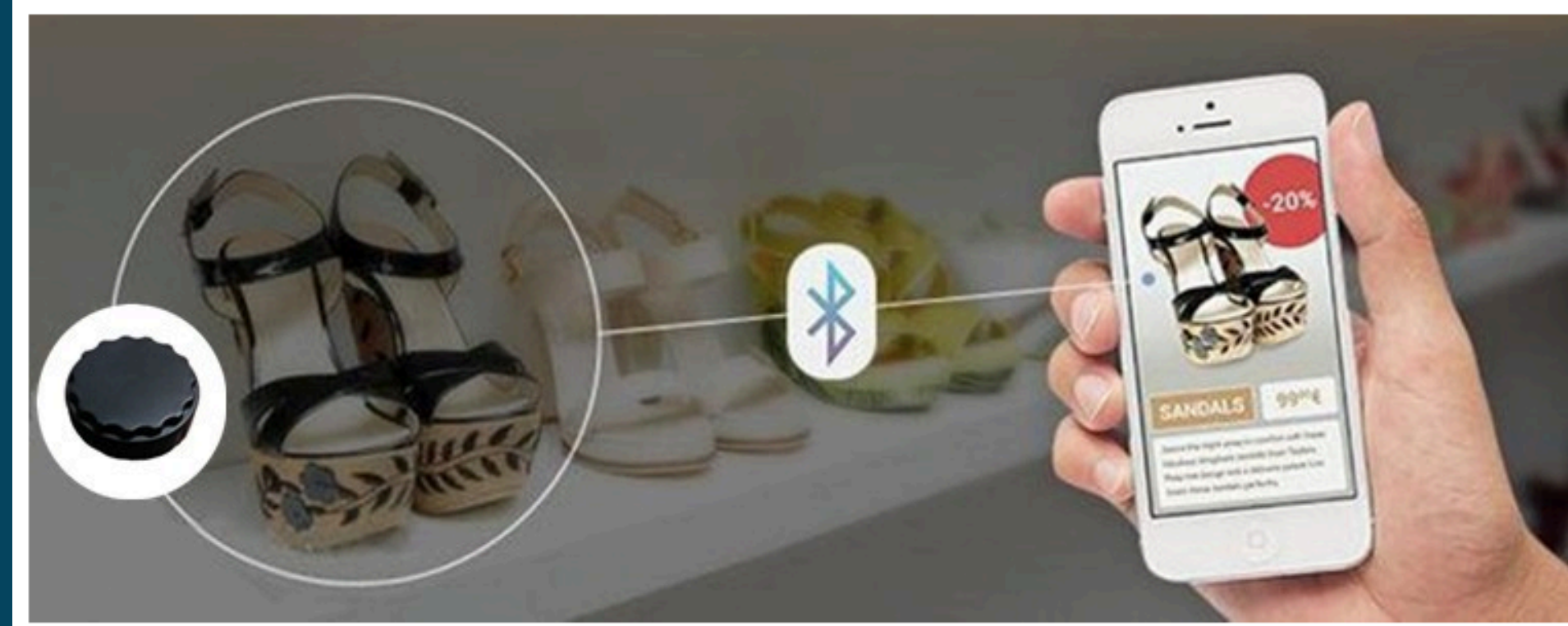
The shoppers get paid in PIXC tokens to view the advertising.
The store owner sets the amount he will give for each view. The system gives data back to the store owner allowing maximum ROI when advertising.

The customer only gets paid once per advertisement view, and security will be installed to prevent Bots. The shopper can use these tokens to buy items up to a set % of the price.

E.g. you have $100 worth of tokens and the item cost $100 you can only use 30% for this item. So if the customer uses 3000 PIXC to get 30% off the item, then that goes back to the store to be used for more advertisements.

A TRUE RECYCABLE MARKETING SYSTEM

Snipix

The store owner or advertiser determines the percentage. They can choose to have an advertising team create the ads or directly list items on the SNIPIX platform for customers. Funds will be transferred into the SNIPIX token account, allowing the store owner to designate a budget for the advertisement.

The SNIPIX App features a wallet for transferring funds between PIXC tokens and cash, and it includes NFC capability for seamless payments at the counter or for person-to-person transactions.
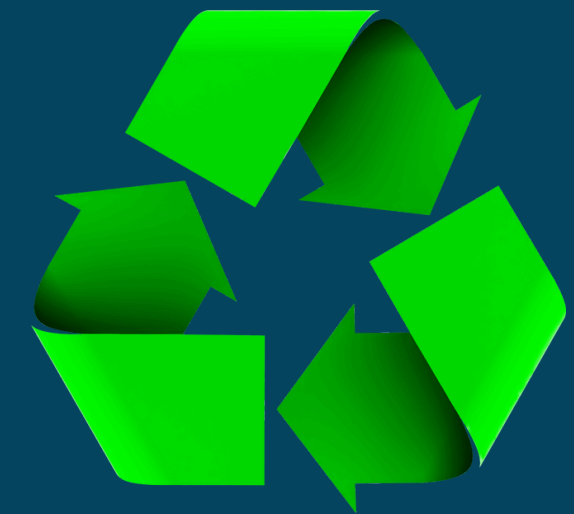
Timeline and Funds

ROLL-OUT SCHEDULE

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| 1Q 2025	2Q 2025	3Q 2025	4Q 2025
PREPARE	LAUNCH	REFINE	OPTIMIZE
App design and development, Testing and Auditing . Raisng funds through token sales.	Launch App and complete marketing campaigns to promote SNIPIX	Integrate BLE Beacon system and upgrades for user friendly UI.	Continually update application to get the best performance and optimization

Timeline and Funds

FUNDS RAISED ALLOCATION

A quarter of the tokens will be designated to secure funding for the ongoing expenses and development of SNIPIX. We aim to raise $2.5 million, and will be distributed in the following manner.

Marketing
15%

Operations
30%

Infrastructure
20%

Development
35%

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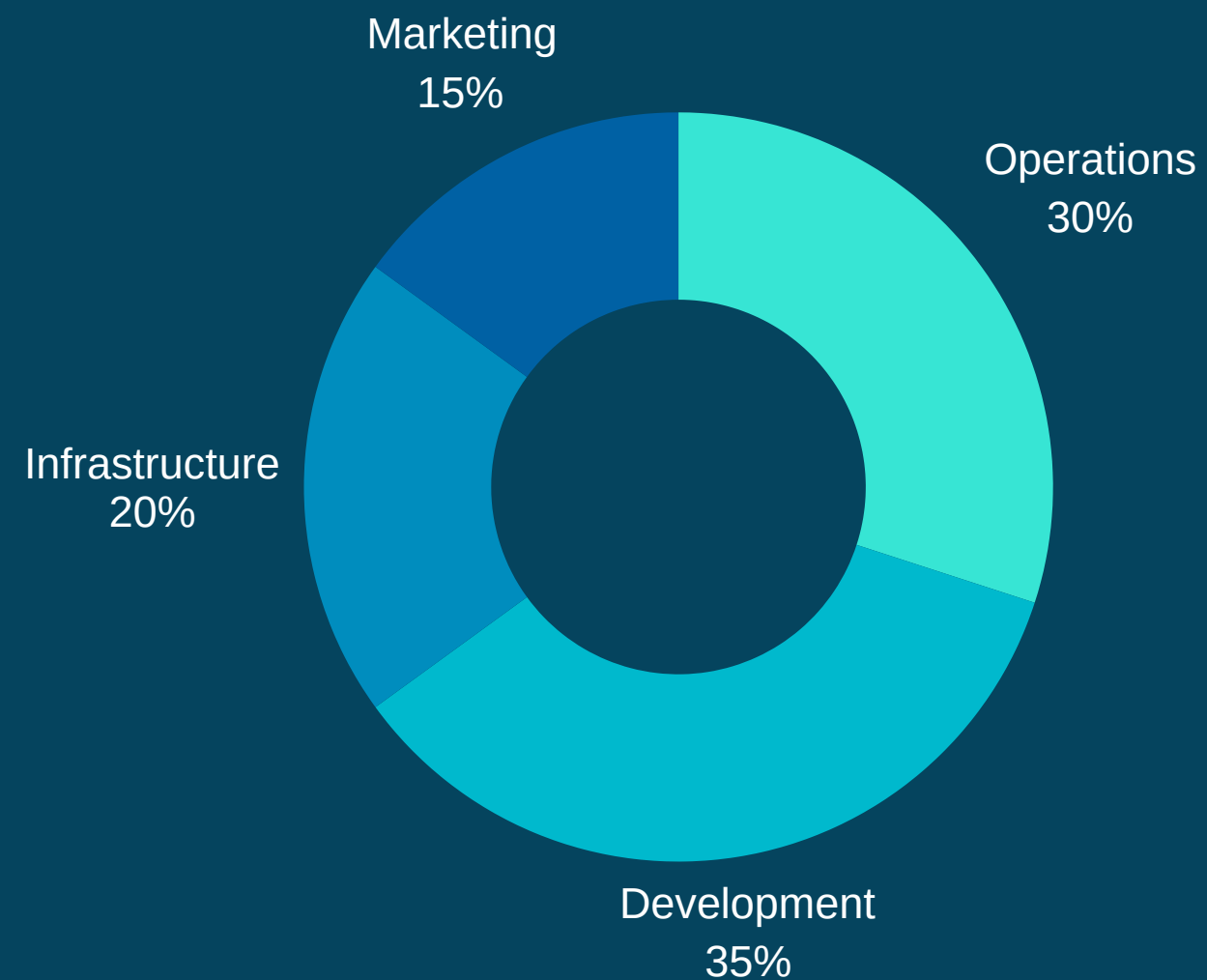
Snipix Vision

SNIPIX aims to optimize the current supply-demand chain, facilitating a fair value exchange among users, publishers, and advertisers. We envision a sustainable future by eliminating the middlemen and implementing a system that promotes recycling from businesses to customers.

We believe that individuals should have the freedom to choose what they want to view, rather than being bombarded with countless ads each year.

Our mission is to harness the latest technologies and software for real-world applications, enhancing convenience, efficiency, and cost-effectiveness for improved ROI.

We envision a world where you hold the reins of your own life!