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Opportunities in Web3 for New Advertising Models



Revolutionising Web3 Advertising: Adbazaar at the Heart of Byzant's Ecosystem Innovation



The emergence of [Web3](#) is heralding a transformative shift in how online advertising is perceived, engaged with, and monetised.

Coinsilium is part of a syndicate of major digital advertising and blockchain industry partners ("The Byzant Collaboration") working together to deploy a suite of Web3 applications and tools designed to overcome many of the functionality and User Experience ("UX") issues inherent in the current generation of Web3 applications. With the inclusion of [A-ADS](#) into the Byzant Collaboration, [as recently announced by Coinsilium](#), the frontier of Web3 advertising is poised for a significant leap.

This report delves into the burgeoning opportunities within Web3 for pioneering new advertising models, focusing on the developments surrounding Adbazaar, a smart contract-powered advertising solution, and its potential for reshaping the advertising ecosystem.

Adbazaar is a strategic component of the Byzant Web3 ecosystem, designed to innovate the landscape of digital advertising through the use of blockchain technology. The solution integrates advanced features such as [on-chain analytics](#) for targeted advertising and incentivising user engagement.

The power of on-chain analytics lies in its ability to provide real-time insights into the preferences and behaviour of users. By understanding the assets held in a user's digital wallet, advertisers can tailor content that is not only relevant but also timely, matching the user's current interests and spending patterns. This level of targeting precision enhances the effectiveness of advertising campaigns, ensuring messages reach the most suitable audience. This, in turn, can increase engagement rates and improve the return on investment for advertisers.

Furthermore, the integration of on-chain analytics into Adbazaar's platform can facilitate a more transparent and trust-based relationship between advertisers and users. Users can be assured the ads they are seeing are not the result of intrusive data harvesting practices but are instead based on their publicly-available blockchain transactions. Such transparency is instrumental in building user trust and willingness to engage with ads, especially when coupled with incentivisation mechanisms such as a token granting discounts and/or rewards.



Byzant
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Charting the Course: Web3 Advertising Unveils Uncharted Revenue Streams



In the evolving landscape of digital advertising, Web3 technologies are carving out new pathways for engagement, privacy, and transparency. These are the core components that illustrate how Web3 is reshaping the advertising world:

- **Smart-contract Powered and Transparent Ad Networks:** Web3 enables the creation of **smart-contract powered** ad networks like Adbazaar. Smart contracts automate and record transactions openly, allowing for clear, verifiable interactions between advertisers and users thereby fostering transparency and trust.
- **Enhanced User Privacy and Control:** Through blockchain technology, users can maintain control over their data and choose which ads they wish to view, enhancing privacy and user experience.
- **Programmatic Advertising with On-chain Analytics:** Utilising blockchain's immutable ledger, advertisers can employ on-chain analytics for more targeted and efficient ad campaigns.
- **Incentivised Engagement Models:** Web3 advertising can offer users incentives for engaging with ads, such as cryptocurrency rewards or exclusive content access, leading to higher engagement rates.

Anticipated growth in the Web3 Marketing space



Source: [Market Research Future](#)

Unlocking the Future of Engagement: Navigating Web3 Advertising's Strategic Landscape

While advertising is the cornerstone of Web2 social media monetisation, it remains an underexploited avenue in Web3 social media – for now.

This early stage presents a unique opportunity for pioneers to develop and refine new, ethical advertising practices that could set the standard for the future of digital advertising in the Web3 ecosystem. After all, the intrinsic characteristics of Web3 offer a fertile ground for innovation in advertising models – a promising opportunity for early movers like Adbazaar.

The evolution of Web3 advertising models offers several strategic advantages for advertisers:

- **Higher Engagement Rates:** The opt-in nature of Web3 advertising, combined with incentives, is likely to result in higher engagement rates compared to traditional models.
- **Improved Ad Relevance:** The use of on-chain analytics for targeting allows advertisers to tailor their messages more effectively, leading to improved conversion rates.
- **Enhanced Trust and Brand Loyalty:** The transparency and user control inherent in Web3 can enhance trust in advertising platforms and, by extension, the advertisers themselves. This can encourage greater brand loyalty.
- **Access to a Tech-savvy Audience:** Web3 advertising platforms naturally attract a more tech-savvy, blockchain-aware audience, offering advertisers access to a niche but highly engaged user base.

Adbazaar: A Case Study in Innovation



Adbazaar, with its integration of Singapore-based Linkko technology, is pioneering beyond the traditional banner ad model. [Linkko](#) enables the analysis of on-chain data, offering personalised ad experiences based on a user's blockchain activities. It exemplifies how Web3 can utilise on-chain analytics for targeted advertising, and how incentives can revolutionise user engagement with ads.

• The Role of On-chain Analytics

On-chain analytics, as used by Adbazaar, will allow for more detailed or granular targeting based on the assets held in viewers' digital wallets. This capability not only improves the relevance of ads but also enhances the efficiency of advertising spend.

• Incentivised Engagement

Adbazaar's model of incentivising ad engagement through cryptocurrency rewards or access to exclusive content is groundbreaking. It not only respects user autonomy by making ad engagement voluntary but also fosters a positive relationship between advertisers and the audience.

• At the vanguard of the evolving digital landscape

The integration of A-ADS into the Byzant Collaboration and the development of **Adbazaar** mark significant milestones in the evolution of digital advertising.

Conclusion

Web3 not only challenges the traditional paradigms of online advertising but also presents a myriad of opportunities for innovation, particularly in terms of transparency, user engagement, and targeting efficiency. For early entrants like Adbazaar, backed by the experience and technology of A-ADS and Linkko, the future of advertising in the Web3 space is ripe with potential.

Coinsilium's engagement with the Byzant Collaboration, particularly through the development of Adbazaar, is a strategic move that positions the Company at the vanguard of the evolving digital advertising landscape; tapping into uncharted opportunities for innovation and establishing Coinsilium as a key player in the Web3 advertising revolution.



Coinsilium's Web3 Portfolio Highlights...



Silta is harnessing the transformative capabilities of Artificial Intelligence (AI) to revolutionise the feasibility study and financing process for green projects.

Convertible Loan and Option Agreement.



Greengage is a digital finance pioneer providing a platform of relationship-based emoney account services to SMEs, high net worth individuals, and digital asset firms.

Equity Investment



Yellow is a decentralised Layer-3 peer-to-peer network that uses state channel technology to securely exchange liquidity & facilitate trading, clearing, settlement, and compliance.

Simple Agreement for Future Tokens



GGs.io is a Latam-focused Web3 gaming venture. Founding team with successful track record in esports ventures for global brands incl. Razer, Red Bull, Claro Gaming, ViacomCBS, Supercell...

Simple Agreement for Future Tokens



Indorse is a Singapore Based Blockchain SaaS Platform, Web3 Development Studio and Software Engineering company. Indorse a tech partner to **Coinsilium** and the main tech builder of Byzant Web3 Ecosystem.

Equity Investment



PARIS

Blvck Paris is a lifestyle apparel accessories & digital goods brand, supported by millions of highly engaged social media followers and customers worldwide.

NFTs + Master Collaboration Agreement



Byzant is a Web3 social network ecosystem hosting a suite of user-friendly tools and decentralised applications to create, connect and collaborate. Byzant Web3 Ecosystem apps: Byzant social network, Bastion Wallet, Adbazaar decentralised advertising network and Alcazar NFT marketplace.

Contribution Agreement for Future Tokens, terms subject to execution of final agreement

We are Coinsilium!



Coinsilium is an investor, advisor and venture builder at the forefront of Web3 convergence. We invest in and accelerate Web3 and AI powered technology start-ups whilst supporting their development and commercialisation. We also provide strategic advisory services to start-ups looking to issue tokens through token generation events. Coinsilium's wholly owned subsidiary Coinsilium (Gibraltar) Limited is the Company's operational hub in Gibraltar.

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In 2015, Coinsilium became the first blockchain company to IPO in London. Coinsilium shares are traded on the AQSE Growth Market in London, under the ticker symbol "COIN", and on the OTCQB Venture Market in the United States under the ticker symbol "CINGF", allowing investors to purchase shares and gain exposure to Web3 converging technology opportunities through our focused investment and advisory portfolio.



AQUIS Stock Exchange (UK Investors): A full list of brokers who can buy and sell Coinsilium shares on the AQSE can be found here:

[Further Information](#)



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General information on how OTC trading works is available in OTC Markets 101: Part 2 — Trading.

[Further Information](#)