Transaction AdSense

This presentation outlines an idea for using ads during transactions to generate revenue for refilling community and reward pools, as well as burning tokens.

Introduction

- Proposal to use ads during transactions to generate revenue.

- Ads can include banner, video, and still image formats.

- Whitelisted users can insert URLs for their ads.

Pricing

- Tentative prices for ads:

- Banner ad: 1k views = n LUNC = $1 market price
5 cents/n

- Video ad: 1k views = n LUNC = $1.5 market price
3 cents/n

- Still image: 1k views = n LUNC = $1.3

- Payments are made in LUNC(or USTC) and the advertiser's wallet.

Revenue Distribution

- Ad revenue is used to

  - refill community pool
  - refill reward pools
  - burn tokens
  - Support devs
  - or other uses decided by community votes.

Revenue Distribution

- Advantage

  - stabilize Pools amount of Lunc.
  - When prices are low, advertisers buy more Lunc, thus stabilizing prices.

- Disadvantage

  - Ads contents will **violate the low** in local.

COMPETITIVE ADVANTAGE

Potential Revenue

Calculation period (2/11/2023~3/12/2023)
Transaction volume 742.4B (Lunc)/month

Average 24.746B/day

*Assuming that 80% of the transaction volume is used to display ads, and that a month is 30
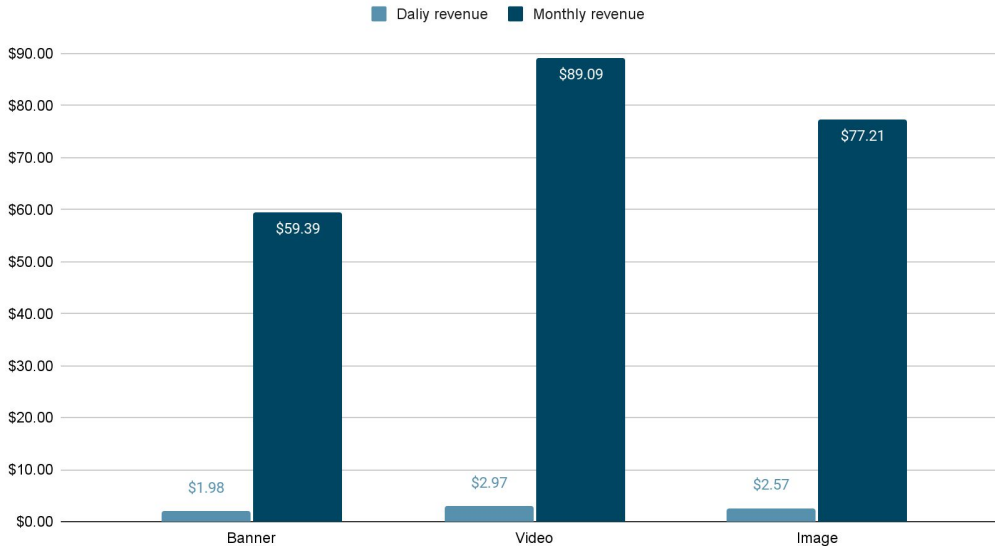days

Total Average amount = **19.797B/d**

Revenue

Potential Revenue

- Potential revenue calculated based on estimated transaction volume and assuming 80% of the volume is used to display ads.

Estimation Revenue

If Single ad on one page

- Banner ad $1.9797M/d. $59.391M/mo

- Video ad $2.9695M/d. $89.085M/mo

- Image ad $2.5736M/d. $77.2083M/mo

Ad Management Board

Ad Management Board can provide advertisers more flexible options

- change duration of display start and end
- manage ads credits
  *Credis for image(video, Bannar) 450/1000 times remain

- Buy more Credits option
- show analytics

Requirements

- Need to audit URLs to prevent spam.
    subscription or manual audits.
    *Consider outsourcing auditing.

- Create a questionnaire for advertisers.
    ・Age
    ・Place of residence
    ・Gender
    ・What would you like to buy if LUNC was $1?
    etc.
*This questionnaire is the most important for advertisers.

To-Do List

· hire L2 devs or voluntarily
· look for advertisers and marketing for them to increase assets.
· hire front end engineer for UI
· make Ads Management board
· make presentations to show effects and advantages
· load map
· audits for ads

- outsourcing or manual check.
- or community votes

- Revenue
- total ads display
- number of advers

hire L2 devs and make team

audits for ads

hire UI engineer

make presentations

Monthly report

look for advertisers and marketing

Ads Management board

check Progure ss

votes

Trial

- need your help, we need advertisers all over the world. to hire local people to presents this. may be paid.

- Propose governance with result of activities

- Free trial for advertisers for a month

Ad Layout

Processing Transaction info

Advertiser name

Ad 1 (Video or Image)

Transaction details

Opt-in switch

On

Powered by Lunc.co

Broadcasting transaction

Queued
00.01

Transaction in processing

Tx hash
C1151100...d1...

Success!!

Back to home

Ad 2(Banner)

Withdraw multiple tokens from XXXX

Withdraw multiple tokens from XXXX

Withdraw multiple tokens from XXXX

Withdraw multiple tokens from XXXX

**Tx hash
59D34...C3C55...**