

## CLIENT OVERVIEW

The Purpose of the Smart Ads (Unified loyalty program) Application is to improve the concept of the loyalty programs and unify it for many merchants and start new a loyalty program for those who never had it before with less cost and latest technology, the concept will be built using ERC20 tokens for loyalty creation and trading, Block chain technology where the collected Tokens by users will be a replacement of the existing Bit coin (crypto currency).

By letting end-users collect ERC20 tokens and trade and redeem rewards from merchants who subscribed to the unified program.

This Universal Program will be flexible to be launched in many countries (Starting and testing locally), so as end users can earn and redeem these tokens from every subscriber within the application. Also, they can buy tokens online when needed.

**Industry** : Healthcare

- Angular
- Nodejs
- Express js
- Mongo
- React native
- Aws

## STRATEGY

- To create a platform for enabling complete supply chain of enterprise to focus on the end user for more effective way of advertising and benefiting user by using patented(patent pending) workflow / algorithm
- Architected complete Ecosystem with Block Chain enabled technology.

# B2C MODEL

## Consumer Mobile

FREEMIUM MODEL Limited capture of offers. Post that customers need to buy license to capture using the points earned 01

## Retailers

Monthly subscription price  
Total number of real time pushes Gold/Silver/Bronze packages 02

## Brands

- Geographical business intelligence report 03

## White Label

License  
Customer hosted solution  
One time license fee with separate maintenance charges

## White Label

Per user  
One time setup fee  
We manage the hosting and infrastructure  
Per user based solution offering

# EDIT UNIT CARE

## Advertisers Module

Dashboard  
Engagement  
Coefficient

Offer/Coupons  
Promotions Sales  
Module

Campaign Module  
GeoTargeting,  
Vicinity

Ads Promotions  
Marketing  
Module



## Backend Modules

Ad Stream  
Engine

Push  
Engine

Analytics

Mobile  
Location

Big Date



## Retailer owned Instore Modules

Advertisement  
Display

Mobile with Proximity app