

#### **PROBLEMS**

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- ✓ Traditional advertising relies on invasive data tracking, leading to privacy and security concerns among users.
- ✓ Current solutions, such as ad blockers or privacy settings, limit ad effectiveness and hurt advertisers and publishers.
- ✓ There's a growing need for a privacyrespecting, decentralized approach to advertising.



#### SOLUTION.

Swirl's platform provides a new revenue stream for publishers and an effective way for advertisers to connect with their target audience, while respecting user privacy and security.



01

02

03

Swirl's platform identifies the content and context of the website and matches it with relevant ads from Swirl's network of advertisers. Swirl's platform displays an ad to the user, based on their interests and preferences, without collecting or tracking their personal data. If the user clicks on the ad, Swirl's platform executes a smart contract that ensures fair and accurate compensation for the publisher and the advertiser.

# DEMO DEMO DEMO



## **Future Plans**

01

Swirl aims to grow its network of publishers and advertisers, offering diverse and engaging ad experiences.

02

Swirl plans to explore new use cases for blockchain technology in advertising, such as incentivizing users or rewarding data sharing.

03

Swirl aims to be a leader in the digital advertising landscape, offering a privacy-respecting and effective approach to advertising.