

# WEB3ADS

Your Gateway to the Metaverse Marketing

powered by



ADSHARES

# Metaverse Introduction



**Decentraland is a virtual world platform**, where users can create, experience, and monetize content and applications.

**3,2M** users visited **Decentraland** in the last 12 months.

**59%** of consumers are excited about transitioning their everyday activities to the metaverse.

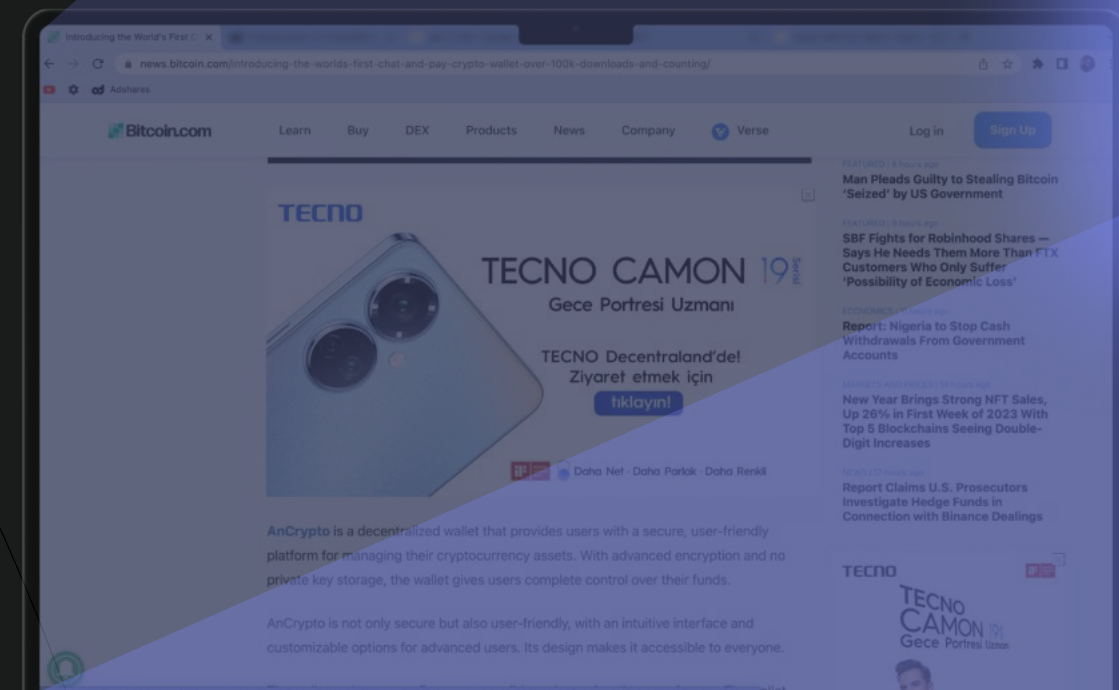
**79%** of respondents believe that **purchasing** physical or virtual products is the most preferred activity in the metaverse.

**70%** of general consumers rate their **digital identity** as very important.

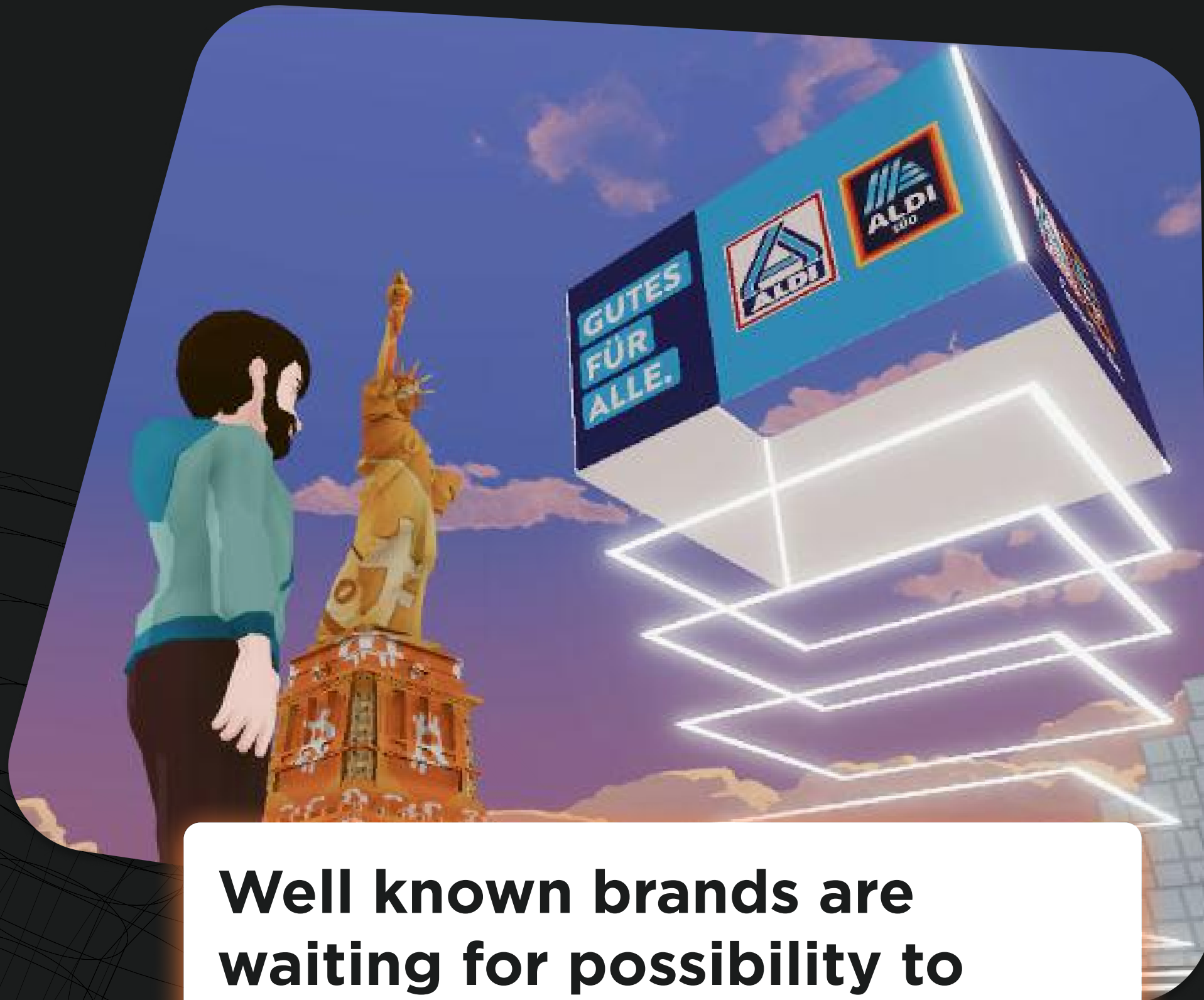
# Enrich your media strategy with advertising in virtual worlds

2D Advertising

3D Experience



# | Top brands are actively exploring and entering into the metaverse



Well known brands are waiting for possibility to **advertise in the metaverse**

## Top brands already in the space



# | Benefits for you agency/brand

📌 11% of the nominated CANNES LIONS 2022 projects were related to the Metaverse.



## BRANDING

Virtual world is a **new medium for branding**. You can create brand-specific environment, design brand avatars and 3D objects. **This can be a powerful way** to create brand awareness and recall.



## CREATIVE

Metaverse advertising allows for **unprecedented creative opportunities**, from virtual product demonstrations to interactive branded experiences, brands can create truly innovative campaigns that stand out from the traditional advertising.



## BUSINESS

Leveraging the immersive and interactive nature of virtual environments, businesses can **increase revenue and save on costs** while reaching a global audience.

Additionally, the metaverse offers access to valuable data and analytics, allowing businesses to optimize their campaigns for maximum impact. One of the main benefits is appointed **to differentiate from competitors**.



## COMMS

Provides immersive and highly interactive communication, with the ability to target specific segments of the audience and receive real-time feedback. **Brands can use the metaverse to tell their stories through interactive experiences** and virtual environments, with measurable impact and global reach.

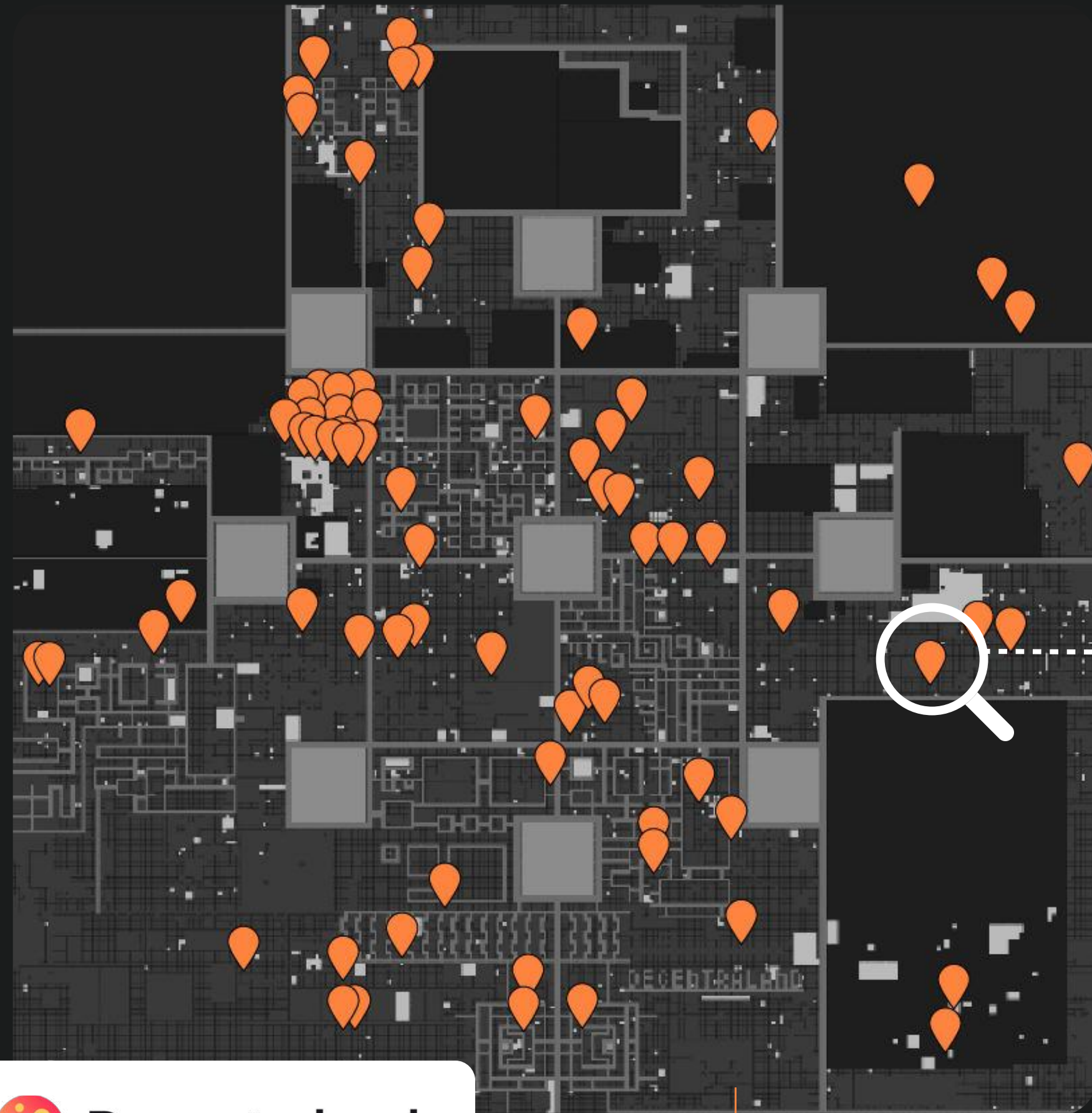
# | What will your ads look like?

 Banners are available in .mp4, .gif, .png, .jpg formats

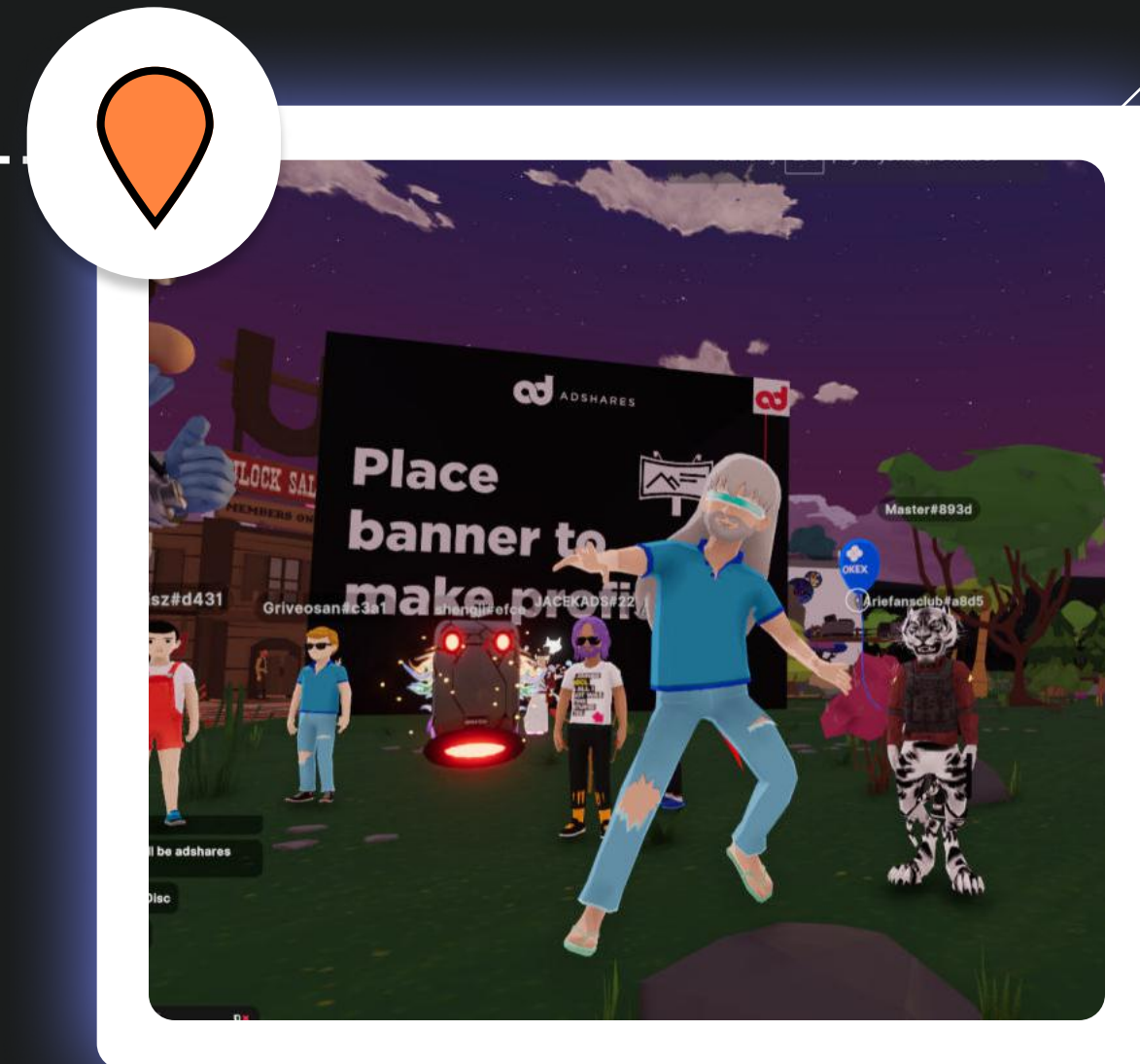


# | Where will your ads display?

*i* You can release the campaign to **all** or **selected parcels** integrated with the Adshares protocol.



Decentraland map



# 1000+

Advertising placements  
in over **190** spots.

# 120M+

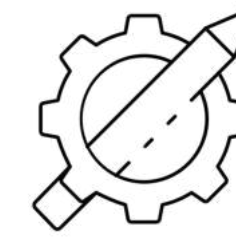
Impressions in the last 12 months.

# | Why advertise in the metaverse **with us?**



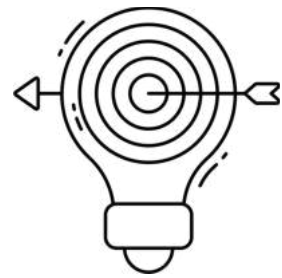
## GLOBAL REACH

Virtual advertising can be more cost-effective than traditional advertising methods and can be used to reach a **larger audience**.



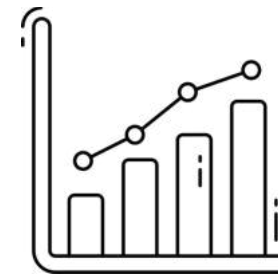
## OUR OFFER

In addition to an advertising campaign, we create entire concepts, events, wearables and headquarters. **Simply we bring your brand to the metaverse!**



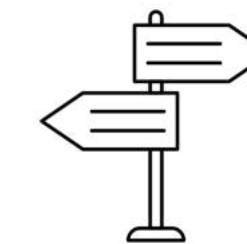
## TARGETING

Geotargeting and Adshares technology are used to provide users with highly targeted ads based on **their interests, demographics, physical location, and more**.



## ANALYSIS AND REPORTING

Advertisers can use analytics to track user engagement and measure the effectiveness of their campaigns **in real time**.



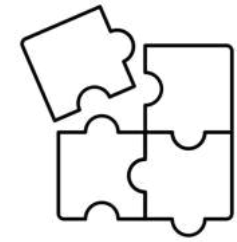
## IMMERSIVE EXPERIENCES

Advertisements in the metaverse can be highly immersive and interactive, allowing users to engage with brands and products **in new and exciting ways**.



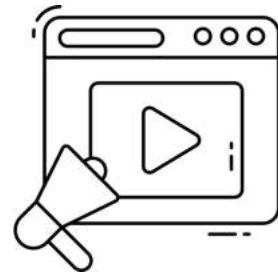
# Additional capabilities

 Details of additional services are determined individually.



## CONSULTING & EDUCATION

We will help you select the best tools, formats and services in metaverse according to your marketing plan and brand strategy.



## CREATIVE CONCEPTS

We will create the whole idea of the campaign with you or for you. Simultaneously, we will technically adapt it according to the requirements of the metaverse.



## EXPERIENCES, EVENTS, GAMIFICATION

We will create, design, code and execute your event that will engage your potential customers in the metaverse.



## WEARABLES, AVATARS, EMOTES

We will create a package of giveaways and branded poses that fit your brand's purpose.



## 3D ARCHITECTURE

We will design, create and implement an interactive headquarters for your brand in the metaverse.

# Metaverse banner pricing

i The price may change according to the number of current advertisers and advertising placements.

UNIQUE VIEWS <sup>★</sup>	PRICE (\$)
50 000	1000
100 000	1900
150 000	2700
200 000	3400
250 000	4000
>250 000	TBD

★ **1 unique view** = display of your banner by unique user in 1 hour anywhere (no matter how many advertising spots they saw it in).



# Additional services pricing

*i* The price ranges given are approximate. Contact us and we will prepare a detailed quote for you.

TYPE	PRICE (\$)
WEARABLES, AVATARS, EMOTES ★	2 000 - 5 000
EXPERIENCES, EVENTS ★★	5 000 - 15 000
3D ARCHITECTURE ★★★	5 000 - 20 000
GAMIFICATION ★★★★	2 000 - 3 000
CREATIVE CONCEPTS ★★★★★	TBD

★ price depends on complexity of design, number of units and method of distribution

★★ price depends on the complexity, purpose, format and ways to promote the event

★★★ you will receive 4 price variants to choose the best one for you yourself

★★★★ price depends only on you. The larger the budget = the greater the interest in the games

★★★★★ price depends on our scope of activities and working time



## | Do you have any questions?

Contact us to determine together how you would like to bring your brand into the metaverse!

[Book a call](#)

[Write to us](#)

# | APPENDIX

# | Process of cooperation

1

Getting to know **each other**

2

Establish the **details** of campaign

3

Preparation of a **quote**

4

Preparing the **campaign**

5

Campaign **Execution**

6

**Analysis and report**

**BEFORE  
CAMPAIGN**

**DURING AND AFTER  
CAMPAIGN**

# | Brands present in the metaverse

Headquarters

## PKO Bank Polski

This is the first Polish bank decided to place its outpost in Decentraland.



# | Brands present in the metaverse

Event + wearables

## Absolut x Coachella

Absolut Vodka has launched Absolut.Land, a Coachella inspired pop-up experience in the same virtual world. The launch coincides with the first weekend of the California music festival and headline act is a festival appropriate collection of digital fashion wearables.





# | Brands present in the metaverse

Headquarters (museum)

## Heineken Silver

Heineken built an environment where their audience could come together. Featuring a DJ, dancing and, of course, virtual beer, it embraced the metaverse and reflected Heineken's long-standing ethos of progressiveness and innovation.

