

Cookie3 Litepaper

Unlocking marketing value
through MarketingFi
and AI data layer.



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The future of marketing lies in rewarding users who own and drive digital ecosystems. Only this way will digital marketing prove efficient and fair.”
Filip Wielanier, Cookie3 Co-Founder and CEO

“Blockchain transparency provides new possibilities for utilizing analytics and AI in marketing. With large datasets available for AI scoring and analytics, users can validate their marketing effectiveness and enjoy rewards based on their involvement with various projects”.

Wojciech Piechociński, Cookie3 Co-Founder and CTO



BRINGING \$650B MARKETING VALUE TO

**USERS
CREATORS
BUSINESSES**

*Cookie3
MarketingFi &
AI Data Layer*

Most users and customers now realize marketing often puts them at a disadvantage.

As loyal customers and users, we want to pay fair prices. But does 'fair' mean a price that is inflated by marketing budgets accounted into it? What do loyal customers or users gain from brands marketing themselves to new audiences? **Nothing.**

Everyday users and customers are taken advantage of by Web2 marketers. **Our attention is appropriated and sold. We are the product.**

Thankfully, the ownership economy changes this status quo.

Web3 blurred the lines between users, businesses, creators, investors, and owners. **Owning a token or an NFT means being a customer, co-owner, decision-maker, and shareholder of a project.**

In Web3, attracting new users brings value to existing customers, communities, and businesses. Decentralized marketing starts reaping more significant benefits, — but only if it guarantees conversion and growth.

This is where Cookie3 comes into play. With our unique off- and on-chain analytics and an AI data layer, we help businesses reach users who convert.

We distribute marketing budgets to quality users and KOLs, who promote projects and accelerate ecosystems' growth. **Everyone wins.**

The Cookie DAO-powered ecosystem token \$COOKIE, makes it possible to retain MarketingFi value within the Cookie3 ecosystem and redistribute to all stakeholders who drive projects forward. That is users, creators, and businesses.

One \$COOKIE token captures values across platforms and unlocks access to rewards, airdrops, and exclusive experiences.

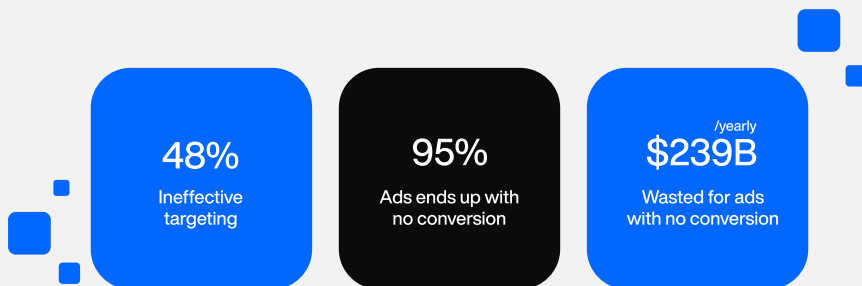
The Cookie3 Manifesto

Web2 Marketing Benefits No One.

Other than Google, Facebook, Twitter, and other advertising giants.

Studies show that 95% of marketing budgets get wasted on users who don't convert. Most of these budgets are swallowed by advertising giants who appropriate user data and attention to bring (unimpressive) results to marketers.

Something clearly isn't working.



Thankfully, the change has already started.

The future of marketing

According to the Digital Marketing report by Digital Channel, the digital marketing economy will reach a staggering value of over 650 billion by 2028 — that's more than double its current worth!

At Cookie3, we believe that this value should not be passed on to advertising giants but dispersed across users building and supporting the marketing economy. Marketing budgets should not escape the ecosystem and be paid to intermediaries, such as Google or Facebook, but rather be moved onto users who engage with projects' and help them grow.

Web3 Rewards

The movement for change has already started with the rise of quests and airdrops introduced by many Web3 projects. This way, marketing engagement gets rewarded.

However, as with many visionary solutions, bad actors are a fundamental problem. Airdrop and rewards hunters use bots or do the bare minimum required to reap the rewards without any actual support for the project or ecosystem. They take advantage of projects, dump tokens for personal gains, and stagnate projects' growth.

Bad actors take value away from quality users who deserve to be rewarded.

At Cookie3, we build upon the Web3 rewards model but ensure value goes to quality users only.

It's time to move into MarketingFi.

MarketingFi

AI + Marketing + DeFi

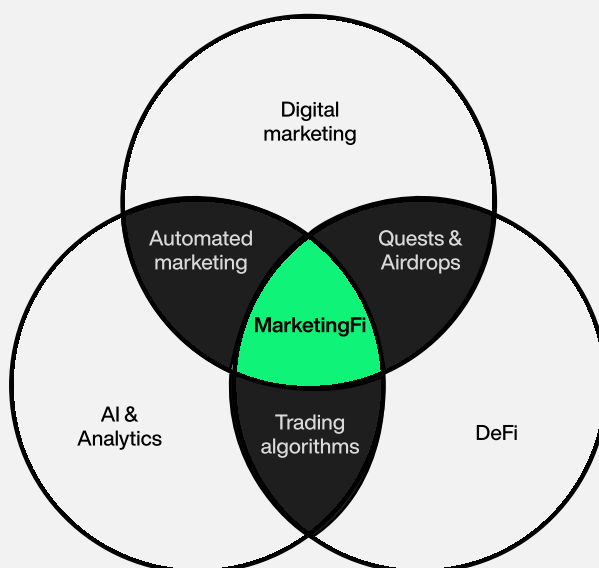
MarketingFi, pioneered by Cookie3, reshapes Web3 marketing through a decentralized framework. Departing from traditional platforms, it emphasizes an ownership-based economy, data-driven decisions, and equitable token-based value distribution.

It combines the existing Web2 and Web3 marketing channels but utilizes AI to identify the most valuable audiences and reward them through tokens or off- and on-chain rewards. This way, marketing waste is minimized, and ecosystems' growth is accelerated.

In MarketingFi, marketing value is locked in tokens and dispersed across token holders rather than passed onto advertising giants.

\$COOKIE is an example of such a token with built-in marketing utility.

We believe that MarketingFi is the only way forward for marketing in Web3 and beyond.



95% of what marketers use agencies, strategists, and creative professionals for today will easily, nearly instantly and at almost no cost be handled by the AI — and the AI will likely be able to test the creative against real or synthetic customer focus groups for predicting results and optimizing.

- **Sam Altman, for Marketing Artificial Intelligence Institute**

Whereas most technologies tend to automate workers on the periphery doing menial tasks, blockchains automate away the center. Instead of putting the taxi driver out of a job, blockchain puts Uber out of a job and lets the taxi drivers work with the customer directly.

- **Vitalik Buterin**

MarketingFi

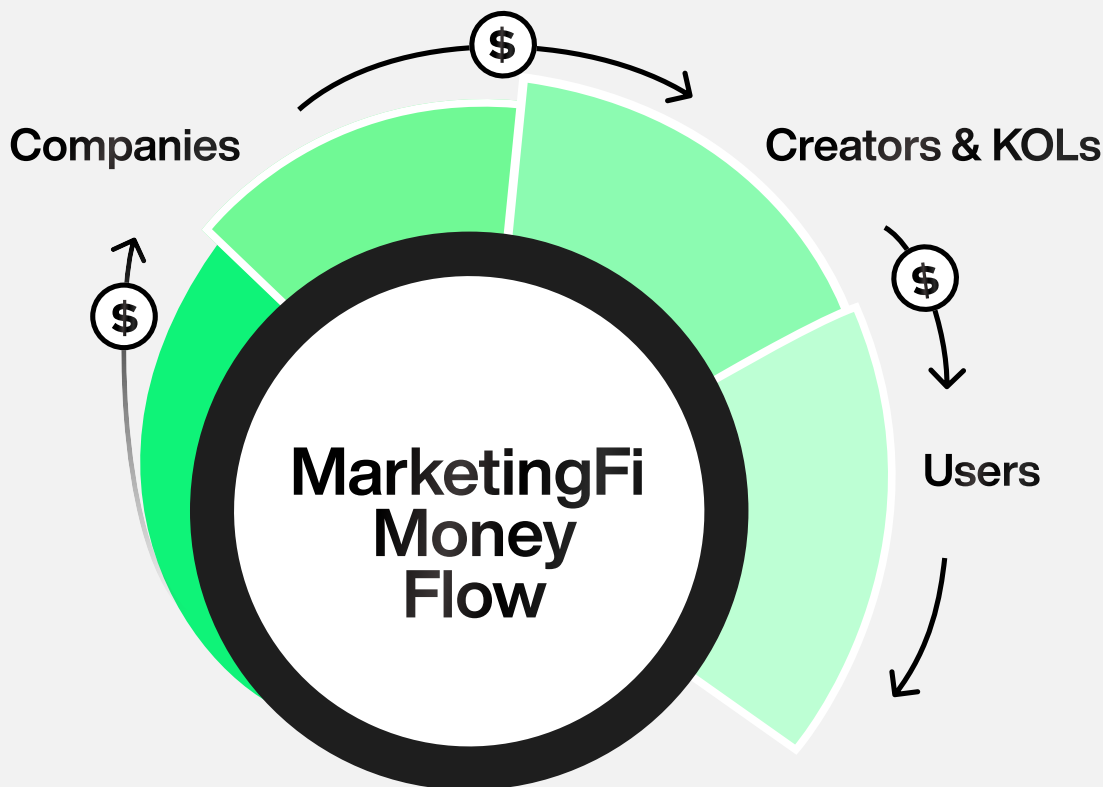
The Ownership Economy in Marketing

Web3 has already shaken up the digital ecosystem by redefining ownership. But marketing is stuck in Web2.

MarketingFi moves value from advertising giants to creators and users, who pump it back into the ecosystem and use it to drive project growth.

Think about getting an airdrop from a project you love and engage with. You don't dump the token but want to see it go to the moon, so you engage in community growth, helping the token boost.

That's the ownership economy of MarketingFi —a transparent and decentralized approach to marketing that rewards quality users for their ongoing involvement and support.



Basic Universal MarketingFi Income

In a world where more countries, politicians, and thinkers speak about the basic universal income in the light of AI and automation, questions arise: where will this value be generated from, and how will it be distributed to societies?

MarketingFi is the answer! Users are rewarded for engaging with projects that genuinely spark their interest. The marketing value is moved from data giants to the most engaged users.

Cookie3: User Owned & AI Powered MarketingFi Economy

Cookie3 is the first MarketingFi and data AI protocol.

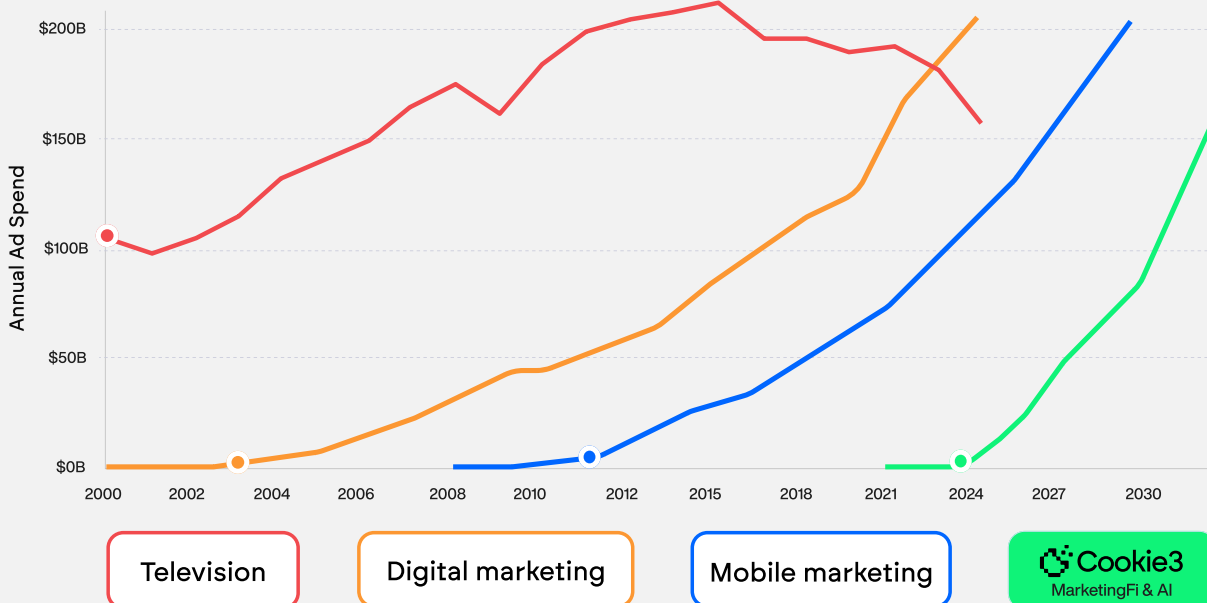
Our mission is to create a transparent MarketingFi economy for individuals, creators, and businesses. We achieve this by creating solutions that cater to each group and allow everyone to inject, trade, and share marketing value captured through the \$COOKIE token.

We are driven by a vision of fair value exchange and redistribution in Web3 and beyond. We achieve it by retaining and redistributing marketing budgets to users who provide value and quality across projects and ecosystems.

Our technological foundation, derived from over two years of research and development, allowed us to build an attribution measuring platform, off- and on-chain analytics, and AI tooling that allows for precise targeting, analysis, and rewards for audiences that bring value back to projects.

We help quality users connect with worthwhile projects and get rewarded for their time and attention.

The new era of MarketingFi begins right now



Source: <https://www.visualcapitalist.com/evolution-global-advertising-spend-1980-2020/>

A meticulously assembled permissionless cake.

Cookie3 builds upon the existing foundation built in Web3. Our solutions are like a meticulously assembled cake with a fair value distribution cherry on the top.

topping

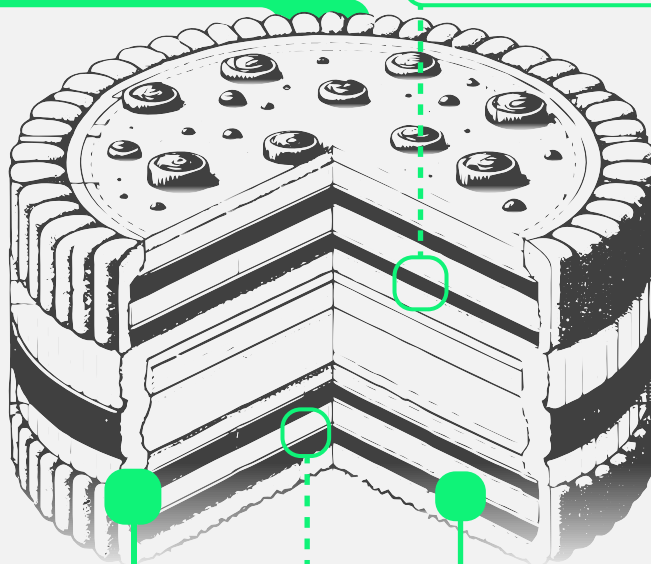
Fair Distribution of Value

MarketingFi native utility token, \$COOKIE, facilitates fair value distribution across all stakeholders. Rewards and marketing budgets go to quality users only, creating a system where stakeholders receive rewards based on their involvement.

the cream

Data-Driven Decision Making

A data-driven approach is central to all Cookie3 platforms. Through a combination of on-chain and off-chain analytics, resources are directed toward genuinely interested users, and synergies between communities can be found.



the base

Ownership Economy

Our MarketingFi ecosystem embraces the ownership economy inherent to Web3, transforming users from passive consumers into active co-owners of projects or businesses. It allows them to have a stake in MarketingFi.

the cream

AI Scoring

Behavioral characteristics mapping, sentiment analysis, and AI scoring allow us to differentiate quality from bots, Sybil attackers, or airdrop hunters.

the base

Transparent and Trustless Transactions

We leverage blockchain infrastructure to ensure a transparent and trustless ecosystem. Smart contracts automate processes such as reward distribution, enhancing the integrity of MarketingFi.

Everyone gets a piece of the cake

Businesses

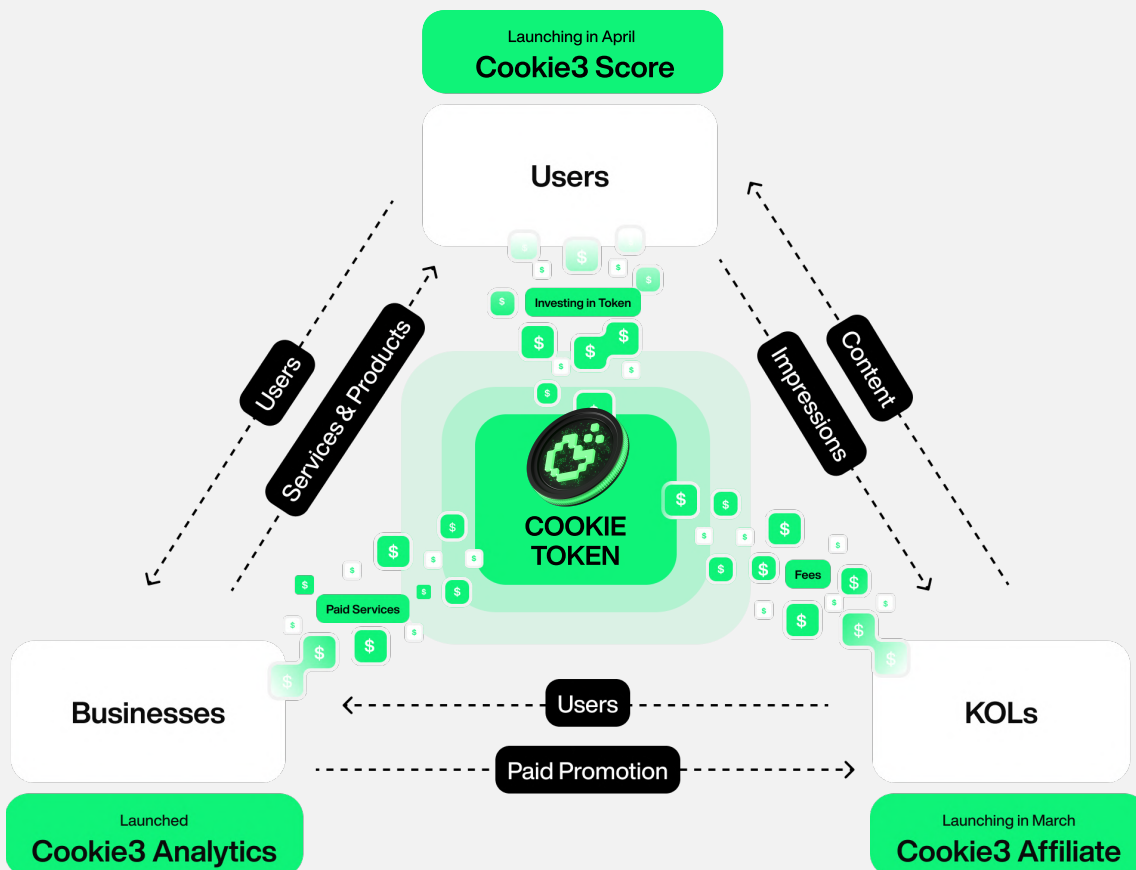
In MarketingFi, projects leverage data, AI, and wallet analytics to offload marketing budgets to the users who will become stakeholders and champions, ultimately bringing more value to ecosystems. By leveraging detailed analytics and AI scoring, businesses distribute budgets where the value lies and define conversion events at which rewards get activated. Instead of spending budgets on attracting users with a poor retention rate, marketers combine on- and off-chain analytics to market the right users and spend budgets when the desired conversion happens.

Creators

Almost all brands that want to reach wider audiences work with influencers. Nevertheless, marketing is still a trickle-down business - brands choose KOLs they would like to work with, send offers, KOLs approve or disapprove based on the brief or synergies between the client and their brand, and then promotion happens. With Cookie3, KOLs are rewarded based on acquiring users via specific channels and conversion events, while their performance across various campaigns shapes their position within the MarketingFi ecosystem.

Users

Users are inherent to the MarketingFi economy and the Cookie3 ecosystem, but unlike in Web2, they aren't customers (or products) but the co-owners and co-creators of the MarketingFi economy. Not only are they compensated for their attention and time spent on discovering suitable projects, but they get equipped with information that lets them choose the right businesses to get involved with and support. Being part of the MarketingFi economy entitles them to a share of the value injected into the ecosystem they participate in.



Three paths, One MarketingFi Hub



MarketingFi Protocol



Cookie3 ANALYTICS B2B

Understand who connects wallets to your website and why. Combine Web2 analytics with Web3 insights.

The dashboard features a central "User connects wallet" node. To its left are icons for various social media and messaging apps (WhatsApp, Telegram, Messenger, Email, etc.). To its right are three activity cards, each with a count of 5,062: "NFT mint", "LP providing", and "Token buy".

Cookie3 SCORE B2C

Discover your MarketingFi Score & gain exposure to future airdrops & rewards.

A radar chart with six axes: "On-Chain", "Social", "Ecosystem", "Referrals", "Community engagement", and "Network". A white line represents the score across these categories, showing a balanced profile.

Cookie3 AFFILIATE KOLs

Earn from powerful affiliate campaigns with automated rewards.

A central circular profile icon is surrounded by a network of smaller nodes connected by lines, representing an affiliate or KOL network.

For business

Cookie3 Analytics

Often called the Google Analytics of Web3, Cookie3 Analytics is a B2B app that allows marketers to track the performance of their campaigns from off- to on-chain and measure attributions of their actions, determining the most effective channels and campaigns to attract, convert, and retain quality users.

We allow marketers to better understand their existing or potential audiences and find synergies for more personalized and tailored (hence more effective) campaigns.

The platform has over 170 business clients, and Cookie3 has processed over 9B of multichain transactions for analytics purposes.

-> [Go to Analytics App](#)

Knowing
your
audience is
the key to
conversion.

Only the
worthy
shall get
rewarded.

Cookie3 Airdrop Shield

The Cookie3 Airdrop Shield is a product for projects that want to ensure their airdrop is distributed across quality users rather than bots or Sybil attackers. It combines off- and on-chain analytics to flag suspicious users and let the project leaders decide whether to distribute the tokens to them or not. Our Web3 AI has been trained on 15 unique characteristics to determine bots and Sybil attackers with laser-point accuracy.

Working with our partners, we discovered that, in some cases, as much as 70% of an airdrop is distributed to bots. Our solution helps distribute the value to real users who bring quality.

-> [Read More](#)

For creators

Cookie3 Affiliate

The Cookie3 Affiliate platform is the first permissionless affiliate protocol.

Businesses launch their affiliate campaigns with pre-determined conversion events (tracked by Cookie3 Analytics) and rewards, while creators choose campaigns that work for them.

Creators can withdraw their earnings directly into their wallets, **choosing from tokens, airdrops, and private allocation rewards.** They also receive leaderboard points for inviting other KOLs to the platform or plugging in more wallets. A high position on the leaderboard means further rewards and priority campaign access.

On-chain relationships that last forever.

Rewards based on performance.

Why will creators use Cookie3 Affiliate?

Moving network on chain. Forever.

The Web3 industry is set to reach over 5B by 2030. This means more people and more KOLs coming. Once a KOL moves their network on-chain with Cookie3 Affiliate, they earn extra yield whenever the KOL they invited earns from the platform. And it gets better! 'Grandparent' KOLs earn passive income two generations down.

Clear permissionless rules.

Issues with rates, contracts, and payouts are common in the influencer industry. Cookie3 Affiliate eliminated this issue. By putting referral campaigns and their rules on-chain, influencers don't have to negotiate contracts. They choose campaigns with pre-set rules and get their payouts as soon as pre-defined campaign conditions are met.

Performance-based rewards

It's time to put an end to higher payouts for larger KOLs who don't convert. Cookie3 Affiliate campaigns are performance-based, which means fair rewards for all KOLs, regardless of their follower count. [Engaged connections are more valuable than large passive networks.](#)

Why will businesses use Cookie3 Affiliate?

Customizable campaign parameters

Projects use Cookie3 Affiliate for instant access to hundreds of verified KOLs. They have complete control over the campaign budget, which is spent only on users who convert. Businesses can set parameters for what KOLs can see and participate in their campaigns.

For users



It's time to bring back the old-fashioned airdrops.

Where bots lose, and quality users get rewarded for the value they bring to projects.

Be your Web3 self!

Cookie3 Score

The crypto OGs remember the days when airdrops didn't mean hours spent fulfilling quests. Users simply needed to discover new projects, engage organically, get an airdrop, and watch tokens go to the moon.

As Web3 gained popularity, we started working harder for airdrops, often losing to bots or Sybil attackers. No one wins this way - not users who want to discover new projects, not businesses aiming to onboard new audiences.

Cookie3's MarketingFi Score returns the OG rewards model, where all the user has to do is provide quality through organic interaction.

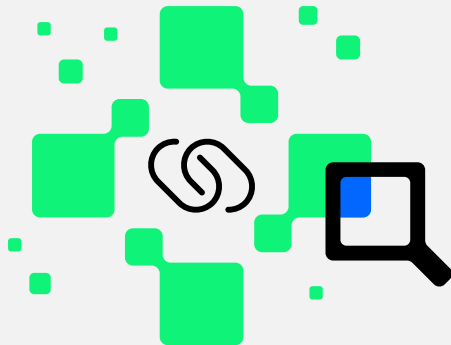
Cookie3's MarketingFi Score is an off and on-chain behavior score that helps projects determine how valuable a user is, excluding bots and malicious actors at the same time. Quality users then get access to airdrops, unique campaigns, exclusive events, and more.

All users need to do to start earning their MarketingFi rewards is:

- 1) Sign up with their wallet;
- 2) Plug in their social media accounts;
- 3) Prove to be a long-term quality user providing value to the projects they love;
- 4) Claim rewards.

Easy.

Wallet Analytics & AI Data Layer



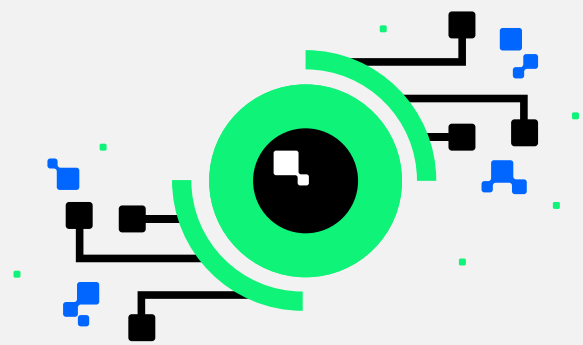
Off- and on-chain analytics

We leverage 2+ years of data model research and development for our unique off- and on-chain analytic solutions.

We are the first solution to map individual users' routes from Web2 into Web3. Based on our models, businesses can determine what campaigns bring the highest results, which users are converting, and which users are the most valuable in driving the project forward.

With **26% of all active Ethereum wallets** integrated into our ecosystem, 600M+ wallets traced, and 9B multichain transactions processed, our analytics solutions help projects find synergies with another project across their shared user base.

Similarly, our Cookie3 Affiliate solution integrates our analytics to help define conversion events integrated into smart contracts so that creators get their MarketingFi payouts after users prove their off- and on-chain quality.



AI Data Layer

Cookie3 is fully AI-powered, and our AI technology finds application across all Cookie3 products and solutions.

We integrated ChatGPT and LLM models into the Cookie3 UI, allowing users to type in questions converted into SQL queries that help find answers within our database.

We utilize AI data graph models to map and determine dozens of unique off- and on-chain behavioral characteristics to determine bots or Sybil attackers aiming to take advantage of MarketingFi. Cookie3 AI then applies a score to each 'flagged' user, helping projects assess the quality of the user and the potential of the account being used by a bad actor.

Our AI scoring algorithms assess the sentiment and quality of engagement associated with the user's social media activity, to determine their social media value to a certain brand or within a specific industry.

Core features

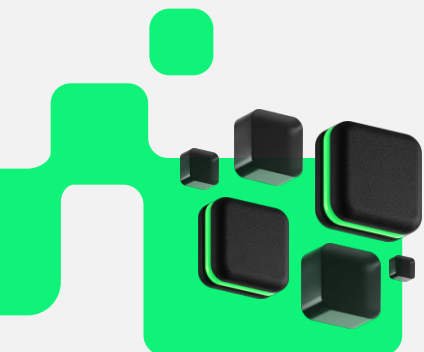


Cookieless

Our analytics stack doesn't utilize cookies—we are fully 'cookieless.' We never share unique user data with other providers. For all data presented within Cookie3 Analytics, we always show aggregated stats and never share any identifiable user information.

All rewards within our MarketingFi ecosystem are based on performance, quality, and value. We don't applaud inflated or botted figures; we build an economy that praises authentic engagement. Our analytics stack and AI data layer make finding and rewarding truly valuable users a reality.

Performance-Based



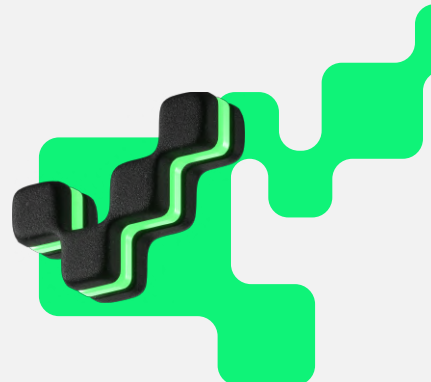
Multichain

The future of Web3 is multichain. All our products and platforms work cross-chain, finding and retaining value across protocols. This way, we can track and reward off- and on-chain quality cross ecosystems. Our technology is currently implemented across 16 chains, and we are continually adding more.

We achieved our largest growth during the bear market and only keep growing. We've spent two years developing our technology and have over nine months of a working B2B product with over 170 dApp users under our belt. We have proven our quality and determination to build the best-in-

Credible

class MarketingFi economy.



Data driven

At Cookie3, we believe that data = facts. We don't guess, we don't estimate—we base our products on numbers, stats, and facts. Only this way can we guarantee that we find quality users and help projects incentivize them with engaging campaigns and the right rewards.



Many platforms, one token

Gone are the days when marketing forced loyal customers to pay higher prices. Marketers appropriated users' attention, and value was distributed to the data and advertising giants. We changed this. The \$COOKIE token retains marketing value and distributes it to those who believe in and support the MarketingFi economy.

The \$COOKIE token is key to the Cookie3 ecosystem. It finds utility in all parts of Cookie3, locking value from all products and platforms and redistributing it as rewards to the \$COOKIE stakers.



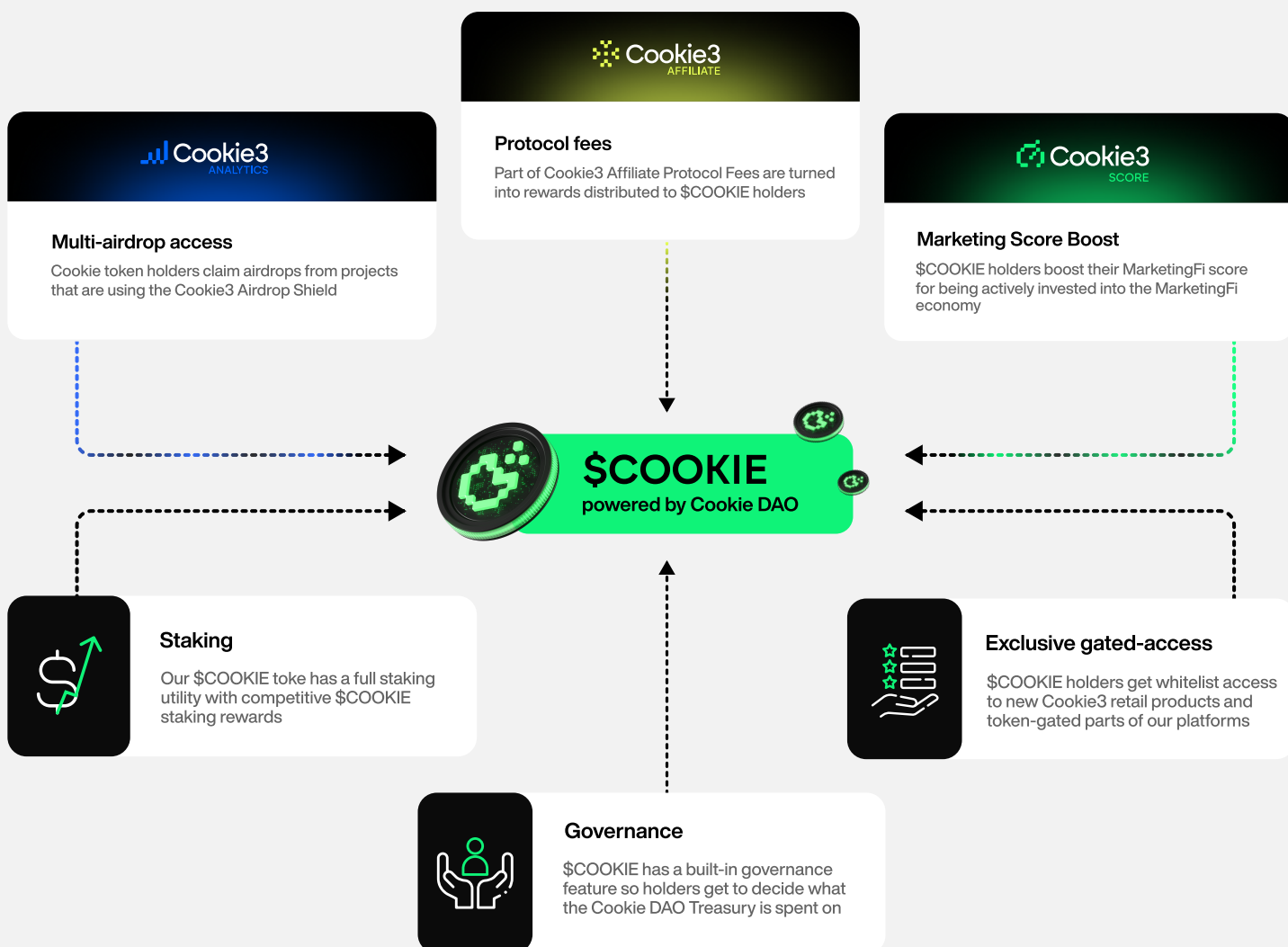
Holders are also the first ones to test new products and get access to the token-gated parts of Cookie3.



With governance access to the Cookie DAO treasury, token holders decide the future of \$COOKIE.



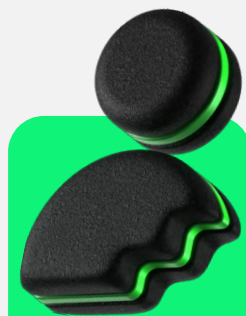
Fuelling Entire Cookie3 MarketingFi Ecosystem



Cookie DAO

The Cookie Community DAO is a collective of MarketingFi enthusiasts aiming to bolster decentralization through innovative blockchain solutions.

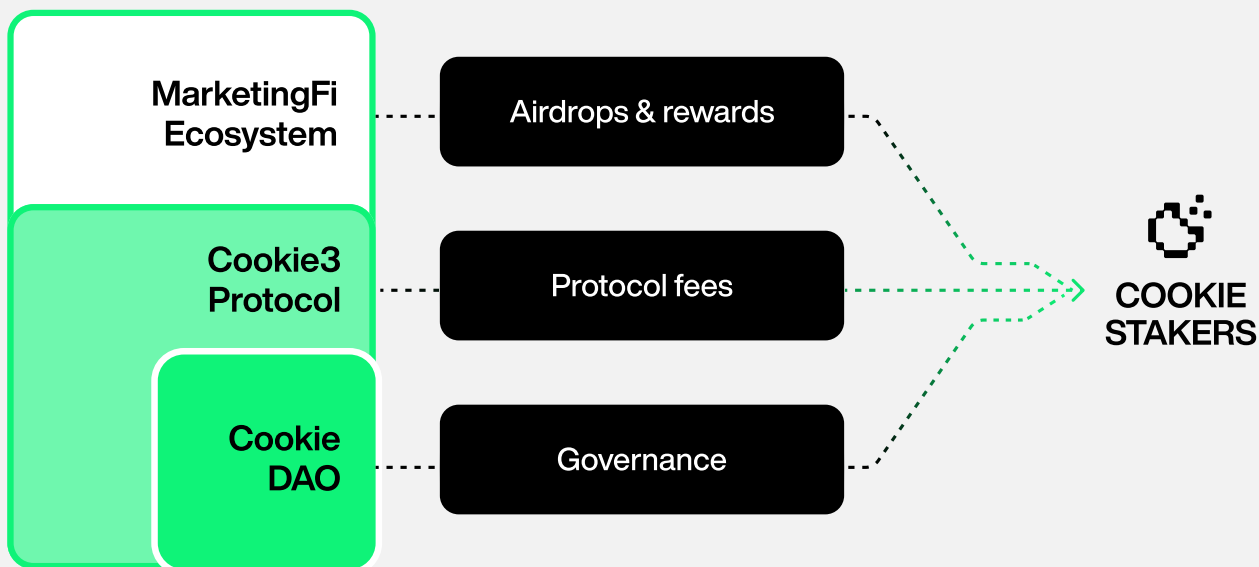
It created the \$COOKIE token and injected it into the Cookie3 ecosystem to drive the MarketingFi ethos forward through governance and tokenized support.



Anyone can become a member of the Cookie Community DAO.

The sole requirement is to believe in MarketingFi and want to drive this ownership marketing economy forward.

Cookie Community DAO members are encouraged to hold and stake \$COOKIE for access to additional rewards and voting rights on matters relating to the Cookie Community DAO's treasury and future.

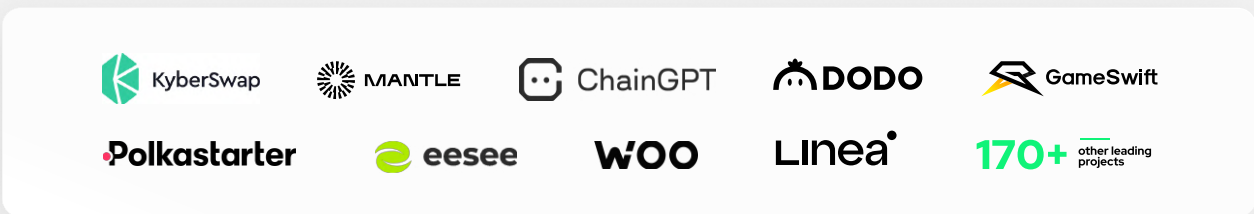


Largest industry names lock value in Cookie3

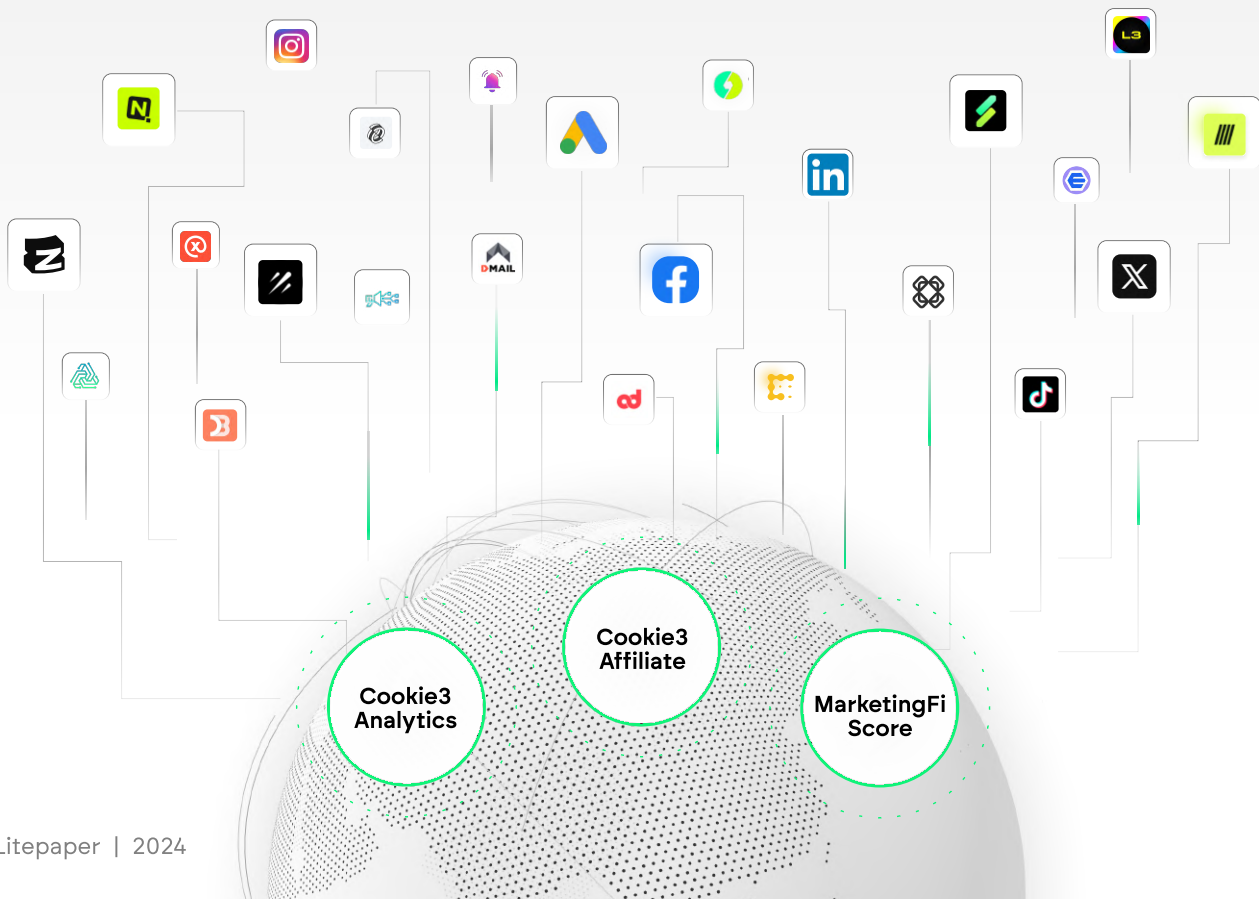
Our MarketingFi ecosystem is built upon years of research and development and strategic partnerships with leading marketers in Web3 and Web2.

We are already integrated with most Web3 marketing solutions and tapping into Web2 as well. It allows us to truly connect the isolated products and services into the MarketingFi ecosystem, which allows precise targeting of quality users for rewards and incentives distribution.

In its first 9 months on the market, our Cookie3 Analytics platform saw 170+ users, who included some of the industry's biggest names, such as:



Moving value to users cross platforms.



We're public and not afraid to show our faces.

Cookie3 Team



Filip Wielanier
CEO & Co-founder

>7 years of experience
2,5 years in Cookie3



Wojciech Piechociński
CTO & Co-founder

>10 years of experience
2,5 years in Cookie3



Patrycja Sawicka
Chief Data Officer

>9 years of experience
2 years in Cookie3



Michał Arent
Chief Product Officer

>7 years of experience
1,5 year in Cookie3



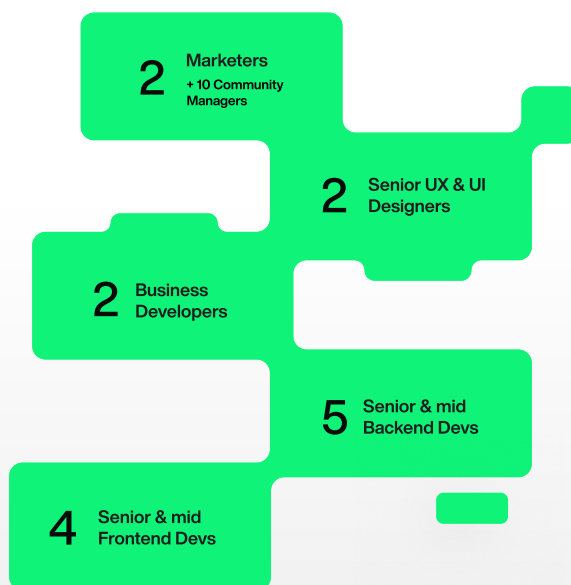
Wojciech Mrówka
Chief BD Officer

>5 years of experience
2 years in Cookie3



Krystyna Kozak-Kornacka
Chief Marketing Officer

>6 years of experience
0,5 year in Cookie3



Get in touch!

[Browse Our Website](#)

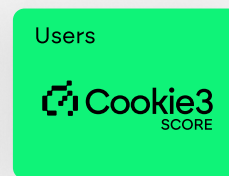
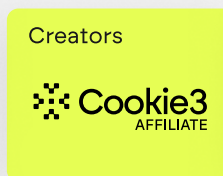
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Sign up to our platforms



Coming Soon

Are you more traditional?

You can always reach out to us on email at contact@cookie3.co