

Profila

A Personal Media Platform

a profile: a short description of someone's life, work, character, etc. ([Cambridge Dictionary](#)).

a **profila**: a ~~short~~ description of someone's life, work, character, etc., **that they own**.

You Have Been Manipulated

Brands are spending billions communicating with everyone using inaccurate, surveillance-based data, in the hope a few will buy.

56% of impressions are never seen by customers

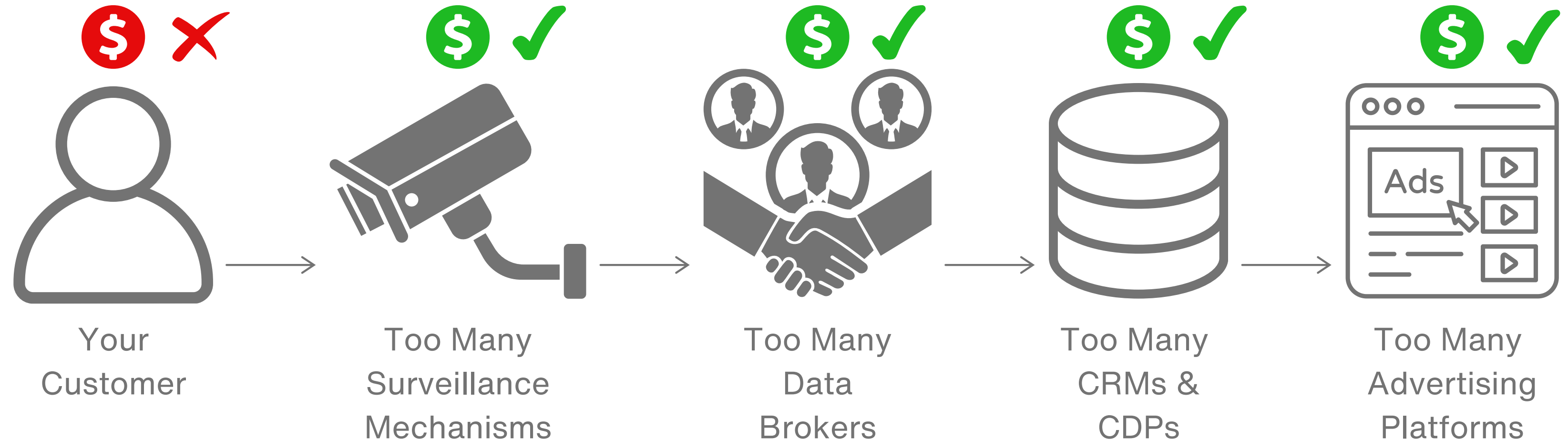
0.66% social media's Ad click-through rate per 1/4 in 2024

\$172 Billion in Ad fraud by 2028

77% of Americans have little/no trust in social media companies

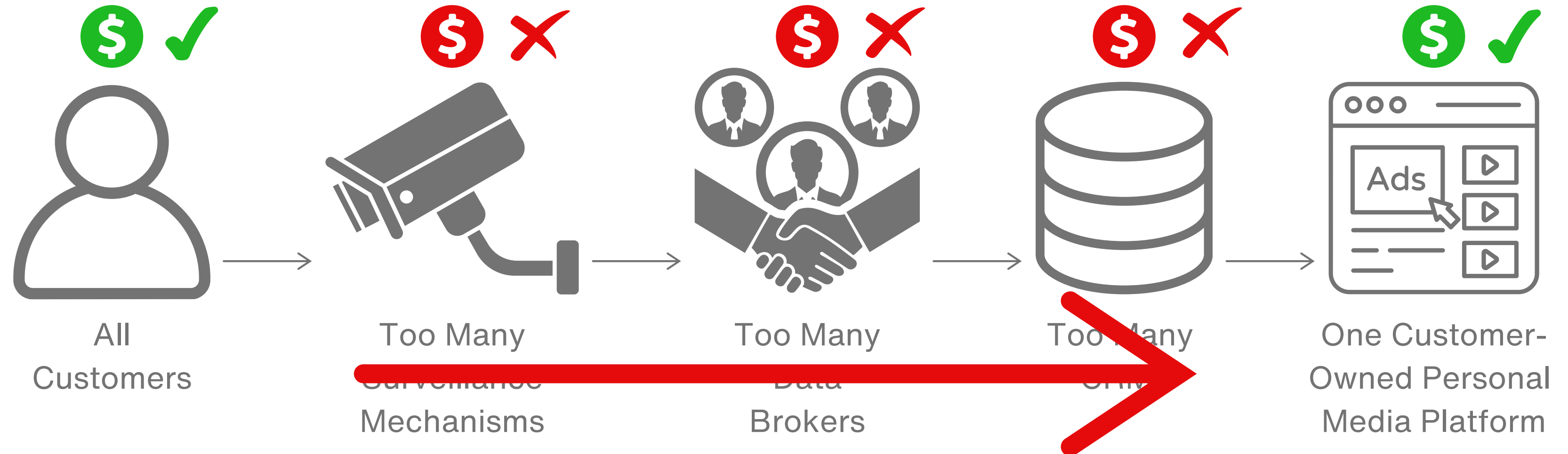


You are Wasting Money



Your customers' data and attention are the unpaid products. And you are spending far too much of your profits on managing old, inaccurate, and unethically sourced data.

It's Time to Cut Costs & Risks



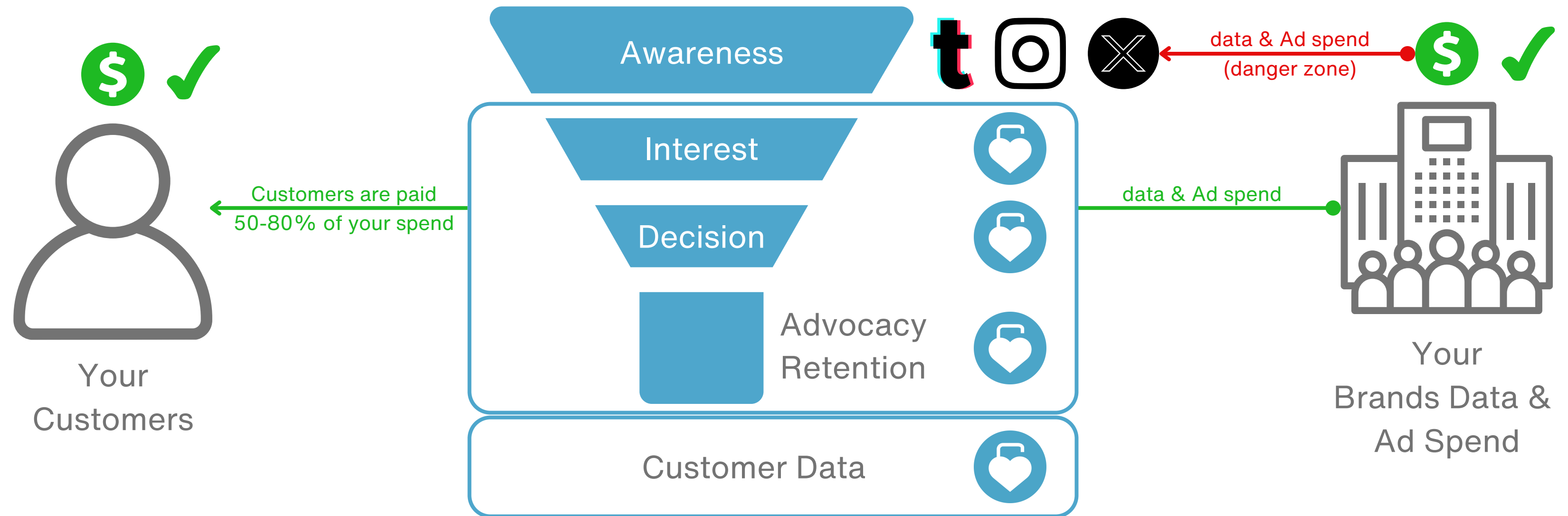
Replace outdated, surveillance-based systems with a single, customer-managed personal media platform. Rebuild your customer relationships while eliminating costs and risks.

You & Your Customers Deserve Better

Profila is a personal media platform, targeting 100% engagement with real customers by perfectly aligning your marketing with individual preferences while ensuring data privacy.



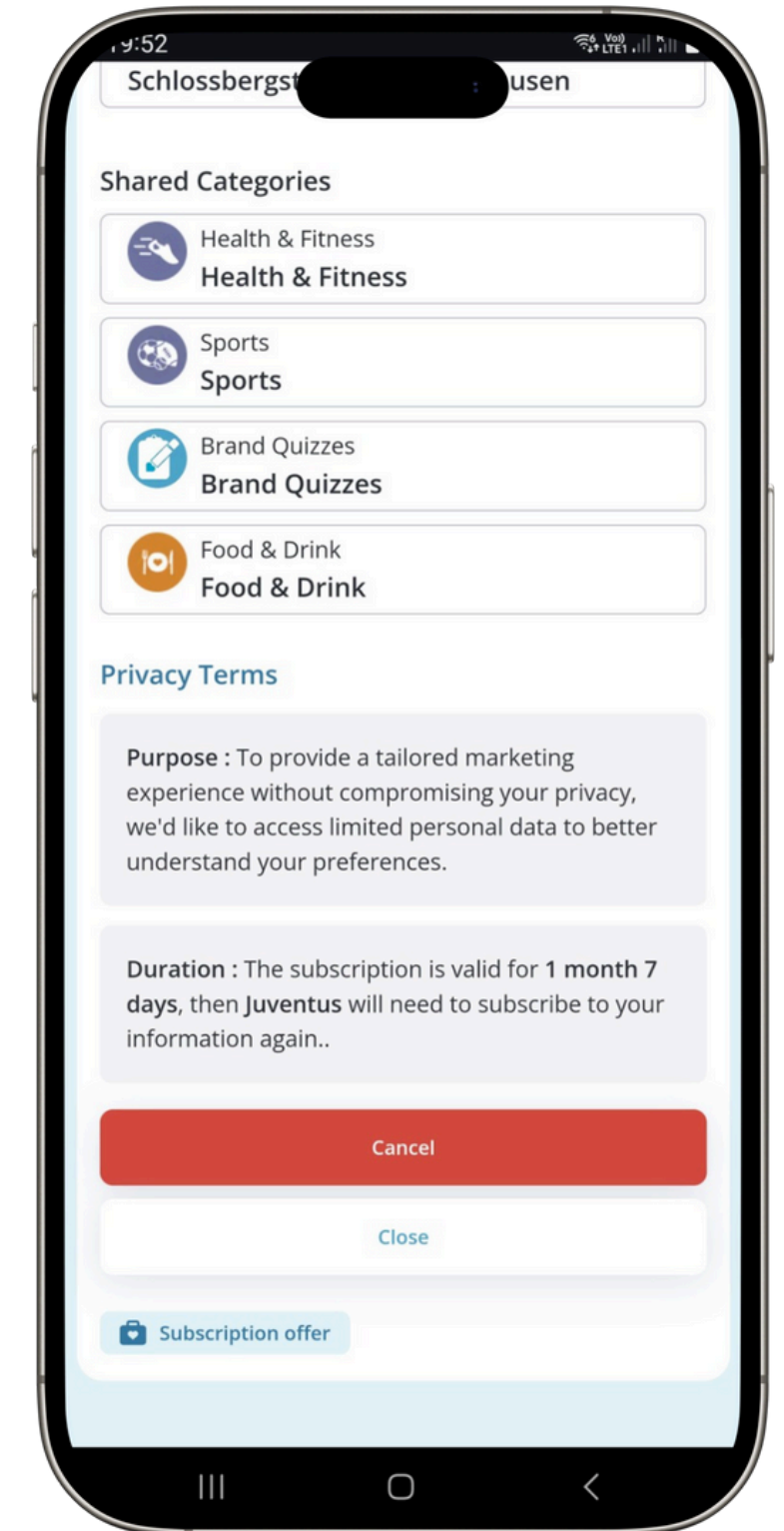
Spend More on Your Best Customers



Direct existing and interested customers to Profila to improve conversion rates, customer lifetime value, and return on ad spend using accurate data. Your customer is rewarded for their data and attention with 50-80% of your spend.

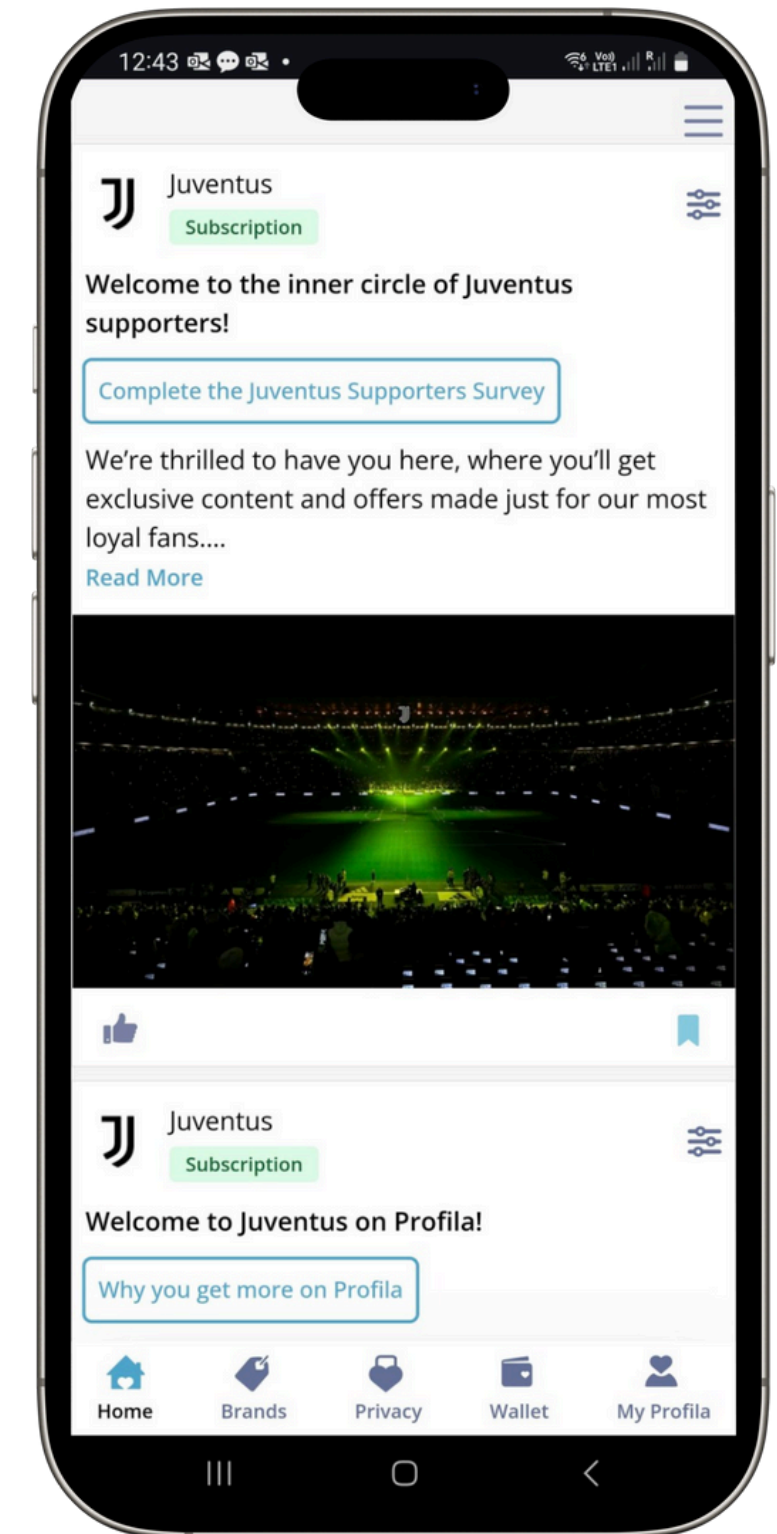
Better Data

- Self-declared demographics, psychographics, and engagement preferences
- Bid for customer data at market rates
- Trade access to customers' data with discounts and privileges (Q4.25)
 - Profila data subscription transaction fee: 20% of the bid



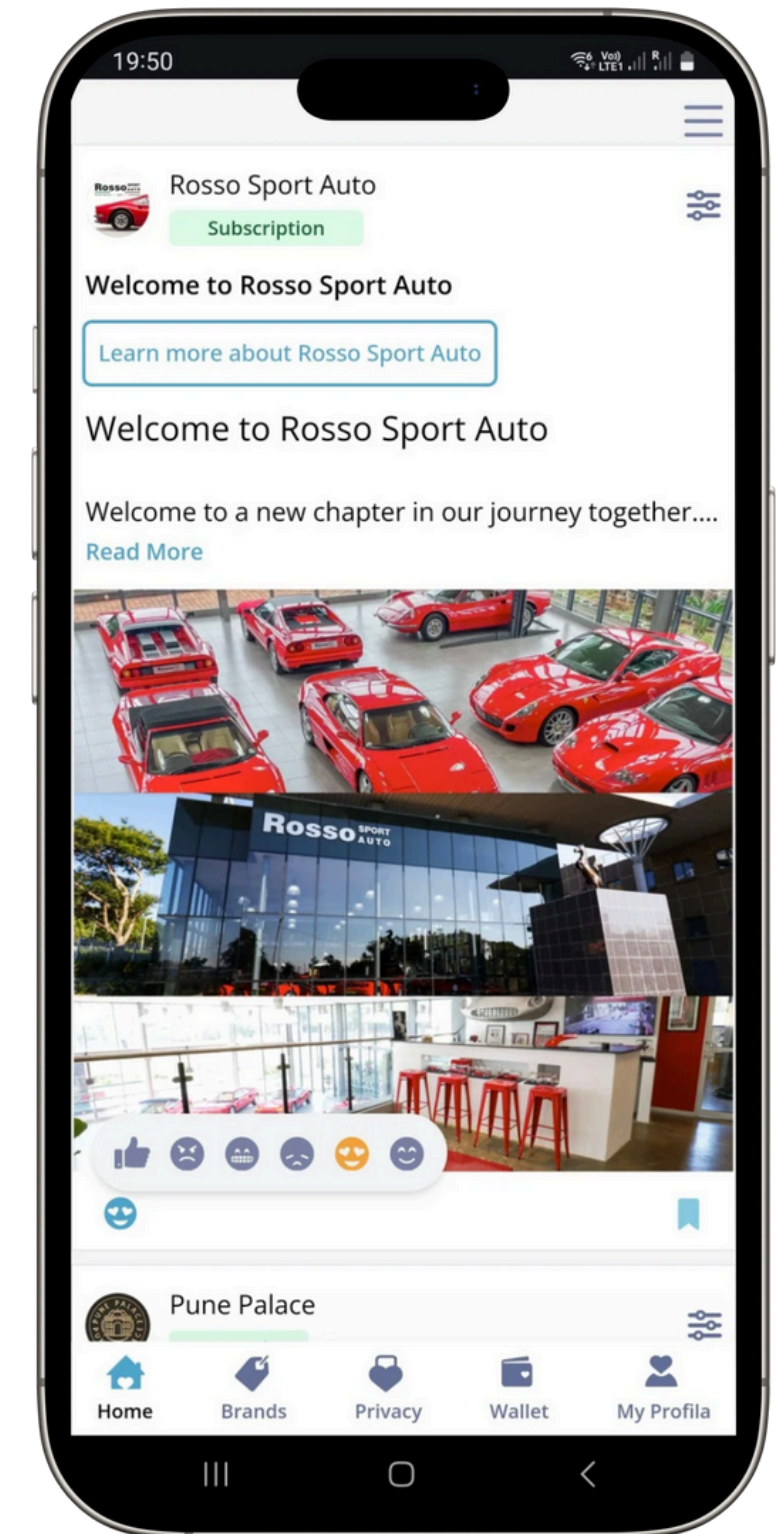
Better Ads & Content Engagement

- Reach the customers who want your products
- Improve Ad conversion, targeting 100% engagement
 - Impressions: CPM - \$ Free
 - Clickthrough: CPC - Industry rates
 - Advertising transaction fee: 20% of CPC



Better Sales & Customer Retention

- Your customers receive the best content, deals and support
- Credit card, PayPal, stable coin & crypto payments
- E-commerce shopping cart triage
- Launching Q4.25



Take Your Customers on a New Journey



Invite

Invite customers to a new and exclusive platform where they can get the best your brand has to offer.



Captivate

Launch a brand-building campaign to greet your loyal customers with a fresh brand experience.



Listen

Create target persona lists based on the data accessed through a subscription directly from your customer.



Create

Develop unique and impactful content and advertisements for your top customers.

Built using Cutting-Edge Technology



Digital ID

A digital identity for each person and brand makes each relationship unique.



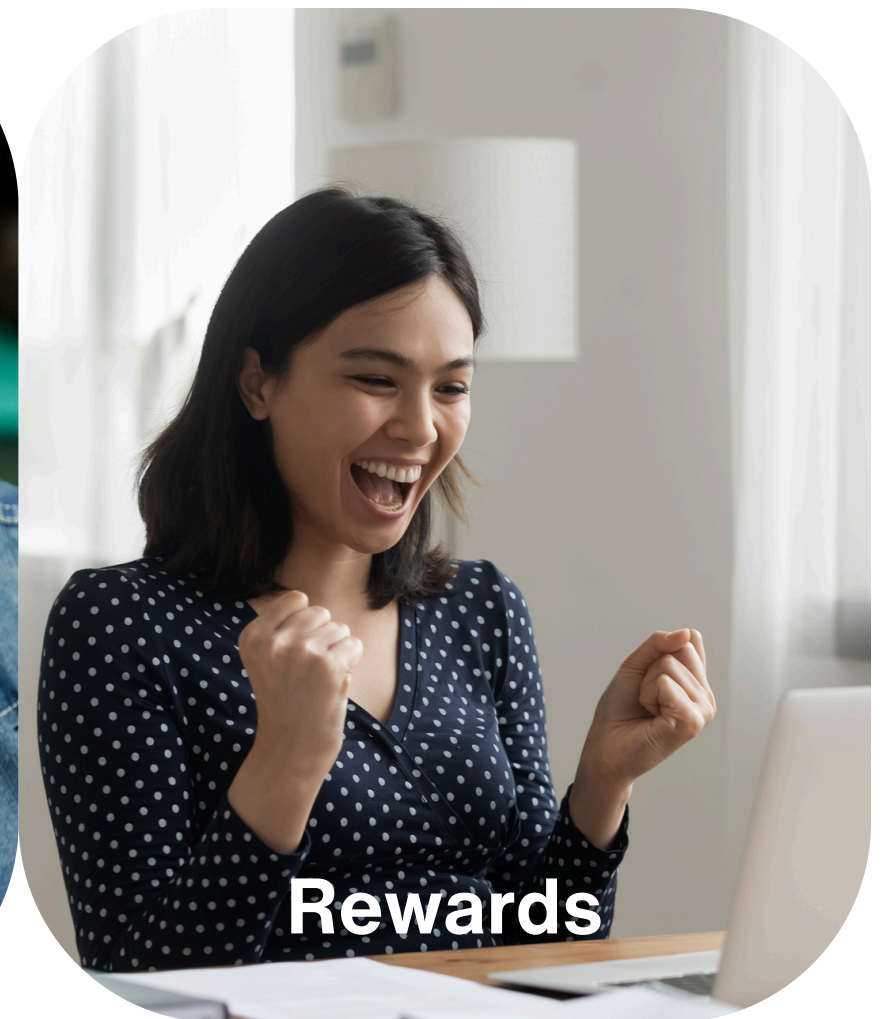
Data Smart Contracts

Every consent is managed through smart contracts, ensuring transparency, legal compliance, and data payments.



Attention Smart Contracts

All interactions are governed and logged through smart contracts for payment and ad fraud prevention.



Rewards

Your customers are rewarded by Profila for updating their personal data.

Profila Delivers Value to Your Business



- 100% reduction in the cost of customer record management*
- 100% privacy and data breach risk mitigation*
- 0.0% surveillance, earning customer trust
- 0.0% nudging algorithms, encouraging mindful brand attention and conversion
- Improved customer loyalty
- Improved return on ad spend
- Improved customer lifetime value

*When all customer data is stored on Profila

It's Time to Put Your Customer First

Profila is a new-era personal media platform that helps deliver on your brand purpose. It is a part of your brand messaging.

Talk is cheap. Profila allows you to build your media plans ethically and communicate with your highest potential customers in a data-driven relationship that works for both of you.

That's putting your money where your mouth is, by putting your customer first.



It's a New Customer Relationship



ACQUISITION



RETENTION

Contact Us

- onboarding@profila.com
- <https://app.profila.com>

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