

A REVOLUTION IN CUSTOMER

**ATTENTION
AND
LOYALTY**



IT'S SOMETHING OLD, MADE NEW



➤ Your customer is...

Smart, private, decisive and digital.



➤ Your customer deserves...

Choice and privacy.



➤ Your customer desires...

Value and exclusivity. The magic of VIP status. That irresistible club charm, the ultra-rare perks, and the delightful thrill of feeling like a superstar in the spotlight.

IT'S NOT SEARCH. IT'S NOT SOCIAL IT'S PERSONAL

➤ What your customer chooses to deliver to your brand

- Evergreen personal & psychographic data insights
- Accurate contact and content preferences
- Mindful attention
- Timely buying signals



➤ What you deliver to your customer

- Cash & discounts in exchange for accurate data
- Mindful content and relevant information
- Compelling and exclusive offers and Ads
- Value post sale and customer loyalty



IT'S VALUABLE



What Profila delivers to your brand

- Customer curated, accurate personal, psychographic and first-party data
- Significant reduction in the cost of record management
- Significant privacy and data breach risk mitigation
- 0.0% surveillance, earning customer trust
- 0.0% nudging algorithms, encouraging mindful brand attention and conversion
- Customer loyalty. Your customer chose to build a relationship with your brand on Profila
- Improved ROAS and customer lifetime value

What Profila delivers to your customer

- Choice, privacy and value from the brands they love, need or want in their lives

IT'S TECHNICALLY SUPERIOR



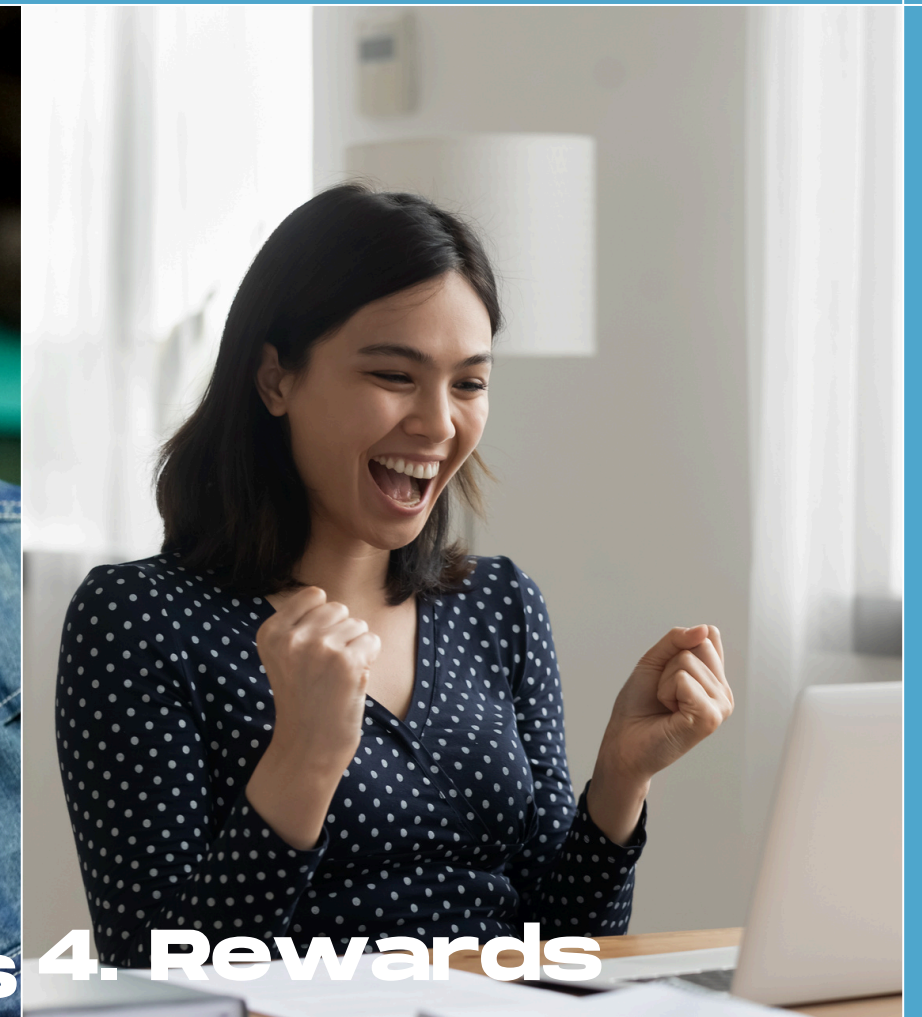
A digital identity for each person and brand makes each relationship unique and real (identifiable). Every customer and brand can build a verified credential vault proving life and status.



Every consent given to brands to access data is immutably managed through smart contracts, ensuring transparency, legal recourse and payment.



Every interaction requiring attention will be managed through smart contracts, ensuring audit-ability of Ad display and ensuring compensation for your customers attention.



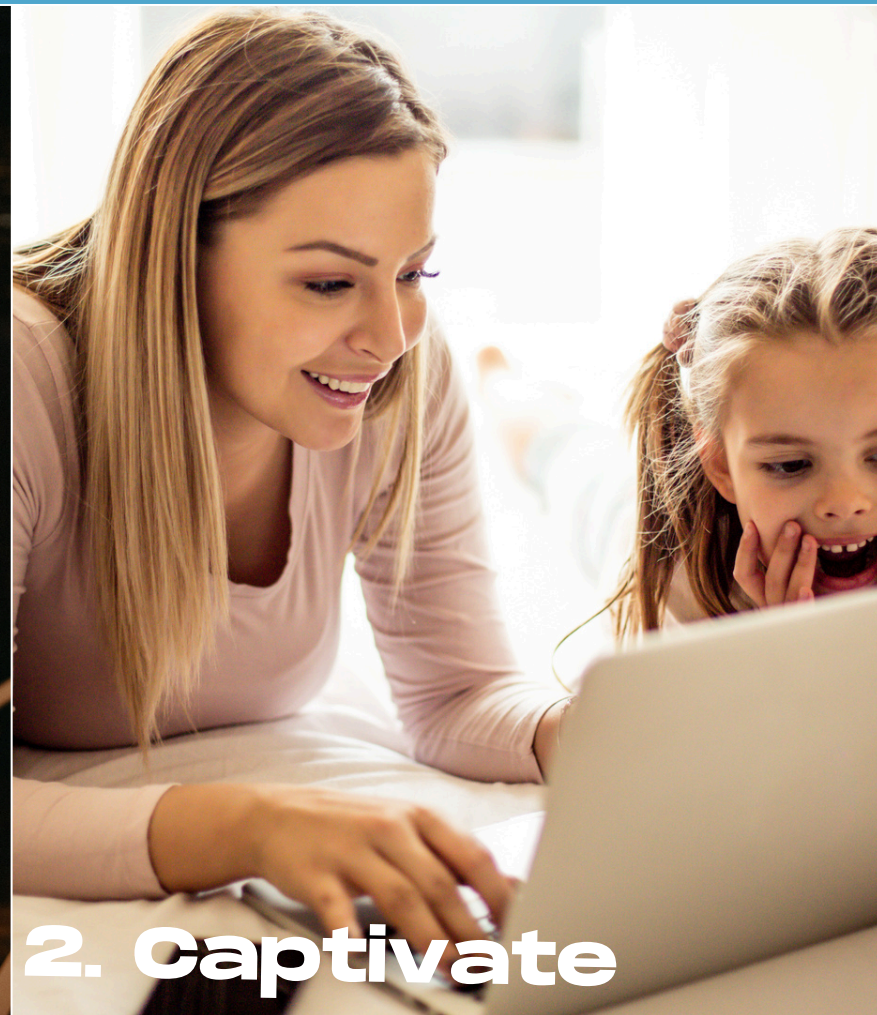
Your customers are rewarded by Profila for updating their data, completing new and relevant psychographic surveys, and for giving real attention to your Ad content.

IT'S A NEW CUSTOMER JOURNEY



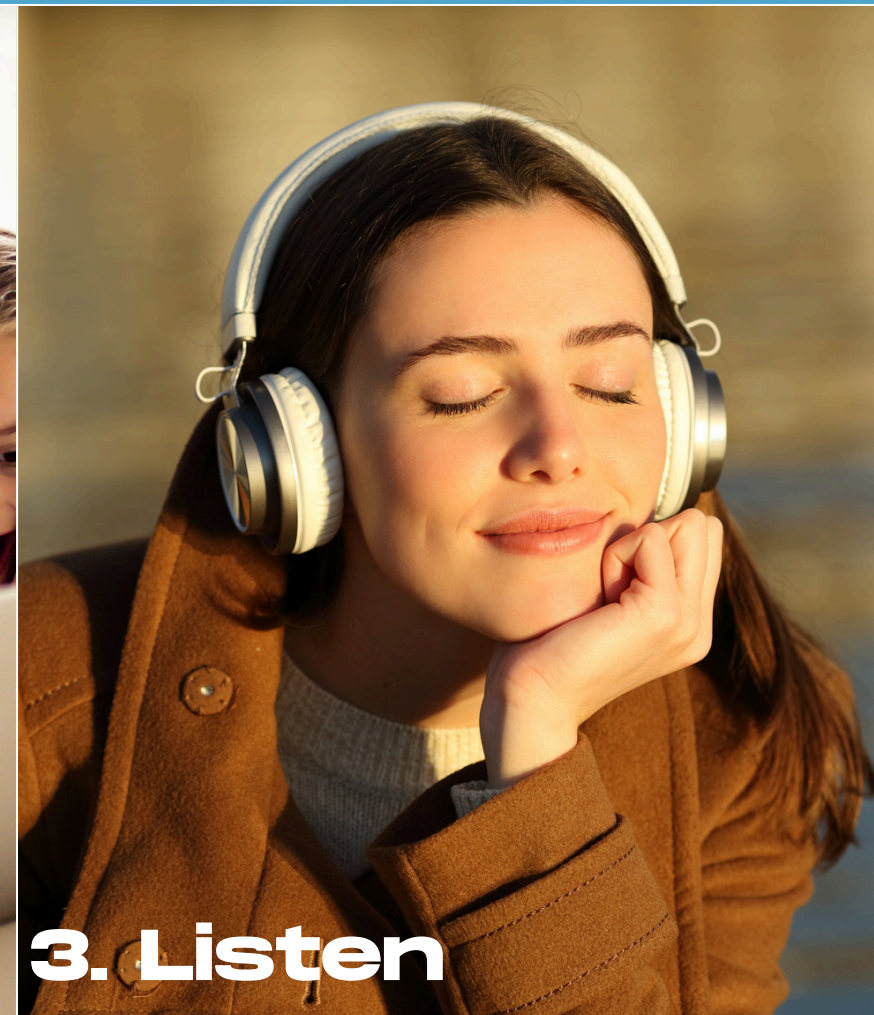
1. Invite

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



2. Captivate

Launch a brand-building campaign to greet your loyal customers with a fresh brand experience, utilising basic demographics for targeting. At this stage, your customers will remain blissfully anonymous.



3. Listen

As your customers update their Profila data, compile lists of targeted segments based on demographics and self-assessed psychographics. Then publish a data subscription to gain detailed insights from your customers.



4. Create

Develop unique and impactful content and advertisements specifically for your top customers that they can't find anywhere else. Ensure it remains personal and exclusive.

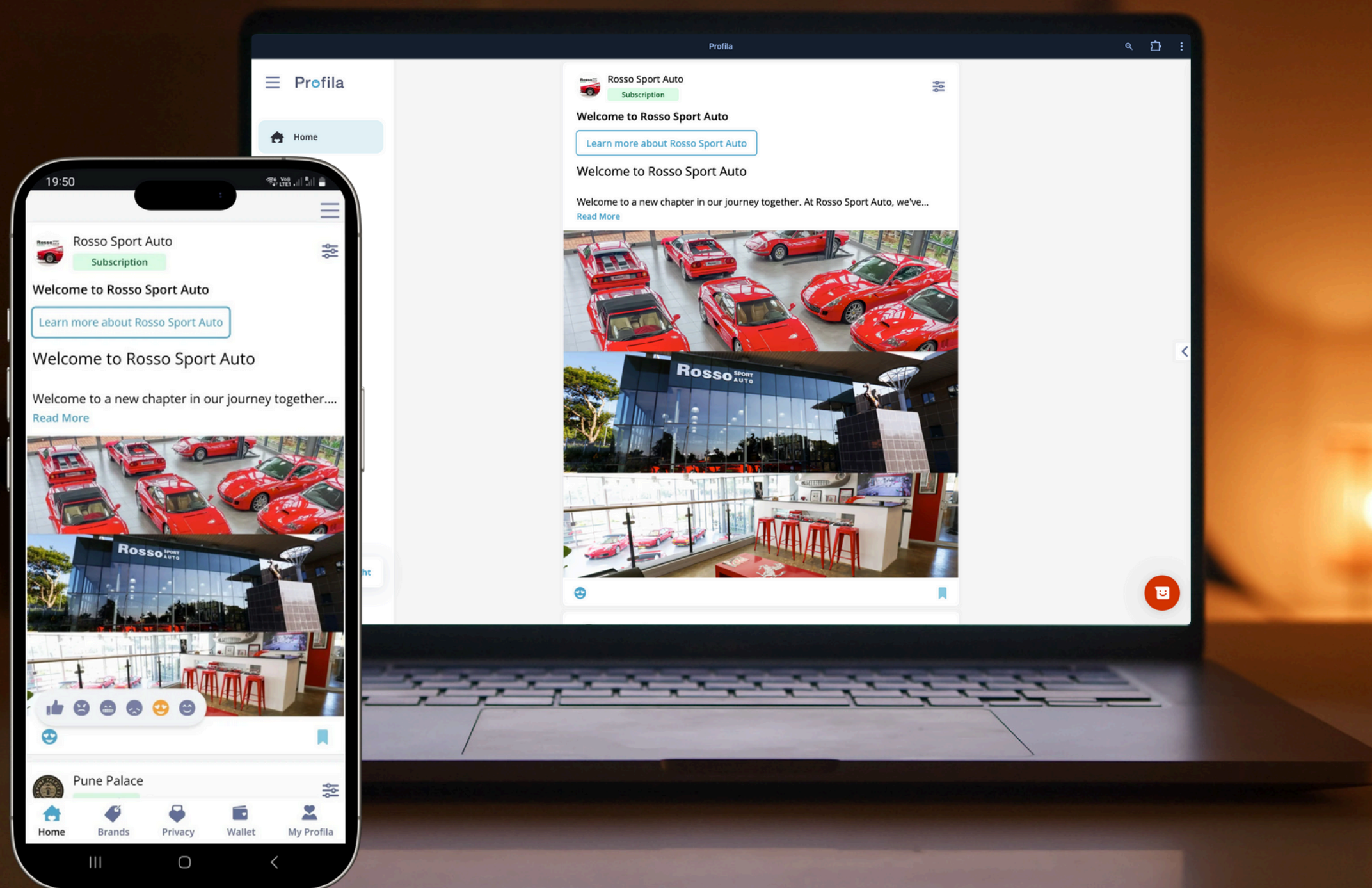
5. CONVERT

SELL



Customers benefit from exclusive deals and purchase on Profila

- Launching in 2025



HOW IT WORKS

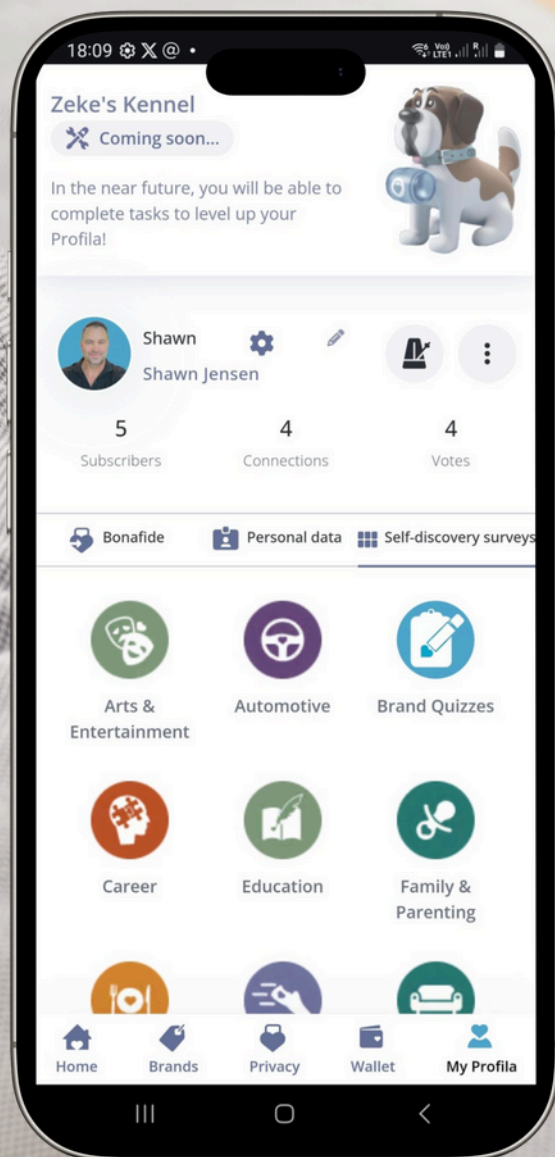
CUSTOMER DATA [➤](#)

Customers create, maintain and lease access to their Profila data

- Evergreen personal and demographic datasets
- Self-discovery based psychographic datasets for multiple industries
- Bonafide verified credentials linked to each customer's unique Digital ID

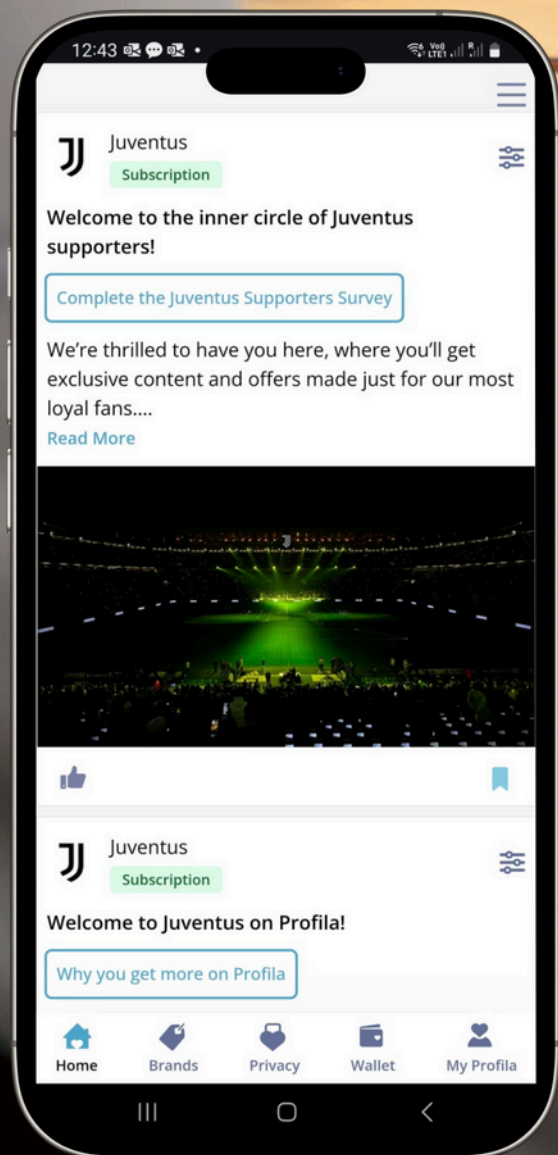
Customers are paid 50-80% for their data

- You decide what each customer dataset is worth and make an offer
- Quality, accuracy and up to date data is rewarded with up to 80% of the (offer) data subscription value
- Customers are paid the cash equivalent in \$ZEKE tokens monthly
- Customers are also rewarded in \$ZEKE for maintaining their Profila and for completing new Surveys



HOW IT WORKS

ADVERTISING



Personalised marketing

- Demographic and Psychographic targeting through dynamic lists
- Single Ad or Ad Campaigns based on engagement triggers
- High resolution Ad images or Videos, focused on immersive content

Engagement, conversion and customer lifetime value

- Engagement is the No.1 metric to ensure return on Ad spend.
- Metronome preference center reduces Ad budget wastage.
- Clickthrough target is 10X social media.
- Customer loyalty and lifetime value are our longterm measures of success

IT'S COST EFFECTIVE

“50-80% of ALL Data and Ad revenues are paid to your customer.”

➤ Data Subscriptions

- Bid for your customers' data at market rates
- Trade access to your customers' data with discounts, privileges, and gift cards (coming soon)
- Data subscription platform fees: 20% of the Bid

➤ Advertising

- Impressions: CPM - \$ Free
- Clickthrough: CPC - Industry CPC rates
- Advertising platform fees: 20% of the Ad campaign



A REVOLUTION IN RETENTION

➤ Contact us

- onboarding@profilafil.com
- [Sign-up today.](#)



ACQUISITION



RETENTION

Profila