AugforM, LLC

Augmented reality
ADVERTISING PLATFORM

AUDIENCE OFTEN DISLIKE ADVERTISEMENTS FOR SEVERAL REASONS:

- Ads can be distracting and unrelated to the content they are interested in.
- Static content is frequently overshadowed by ads, while video content is interrupted to display them.

ADVERTISERS FACE CHALLENGES IN EFFECTIVELY REACHING THEIR AUDIENCE:

- Many users employ ad blockers to avoid intrusive ads and enhance their browsing experience.
- Targeting the right audience is difficult due to privacy concerns, as ad providers often rely on private data to determine which ads to show.
- Product advertisements can become outdated quickly. Even if a content creator successfully advertises a product, the content may soon become obsolete, limiting the ability to continuously promote the product.

CURRENT MONETIZATION STRATEGIES:

- Pop-up ads for static content and video interruptions for video content are common.
- Content creators often have contracts with brands to feature their products in videos. However, this approach limits opportunities, especially for creators with a large audience.

THE SOLUTION

- Advertisement/product will be related to content, and it could be changed according to region, language, etc.
- Content creator will decide what product will be advertised, they know their audience.
- Advertisement/products will be part of content, it will be naturally integrated and not distract from content

EXAMPLES OF OUR OPERATION: