



Taking Control of Advertising on Social Media



CREATE!



BRAND!



SHARE!



EARN!

Taking Control of Advertising on Social Media

iFramed™ is a social media user & advertiser relationship-based global marketing system that pays users to post branded content.

iFramed™ is the ecosystem that completes the missing link between advertisers, social media and its users by providing advertisers with a way to quickly and easily promote their brand or message and enabling users to share in the monetization of social media.

iFramed™ users upload a new or existing photo or video to their chosen social media platform(s) and are then offered options to brand this content based on their demographic profile and geo-location.

iFramed™ users become indirect brand ambassadors.

iFramed™ provides advertisers with a powerful platform to create, manage and control their campaign by regions, areas and other demographics with real-time full analytics not available on any other system.

iFramed™ means an advertiser can instantly launch their message which can become viral on social media.

iFramed™ creates a positive and respectful relationship between advertisers and social media users for the first time, rather than the traditional approach which is intrusive and detached.

iFramed™ incorporates a unique Auto-Ad feature whereby advertisers can post a graphic or video on a user's feed at a time of their choosing (with the user's permission).

iFramed™ uses a simple business model; half of the revenue received by iFramed™ from advertisers is immediately credited to the user's iFramed™ account.

iFramed™ represents an important evolution from the current ad model where users are oblivious and detached from the advertising they are presented with, towards a model where they are both engaged and empowered.

iFramed™ provokes the beginning of an extraordinary race where millions of social media users around the world will start watermarking and promoting their own branded and sponsored content.

Easy to use

Accessible through a simple and intuitive Smartphone application



Photo or Video



Choose an existing picture or video or take a new one with the phone's camera



Choose social media platform(s)



Choose an advertiser's campaign



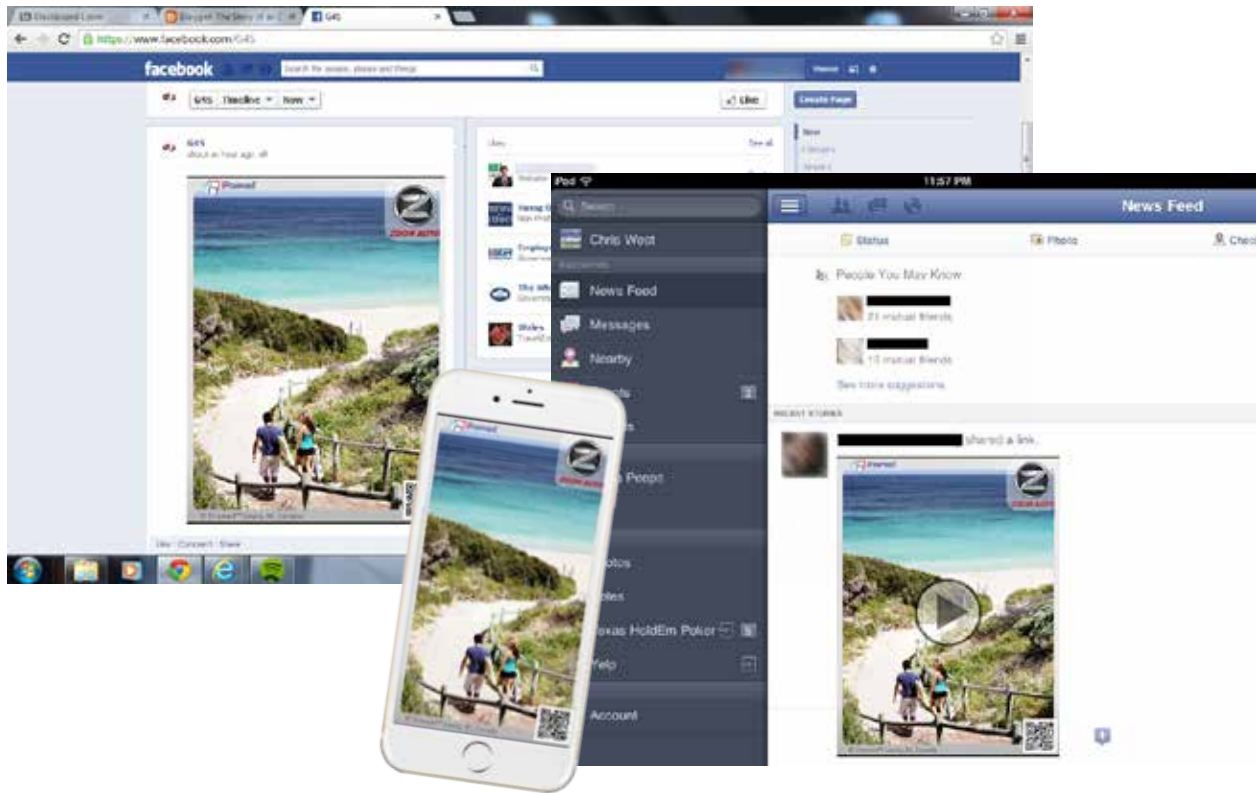
Add caption and indicate if content is relevant to campaign



iFramed™ uploads directly in real time

VOILA !

Content is posted in real time with the chosen iFramed™ campaign without annoying pop-ups or ads that need to be viewed or closed before viewing content. All credits and bonuses (if applicable) are posted instantly to the iFramed™ account. In addition, all content now contains a unique personal digital watermark identifying the user as the owner of that content.



iFramed™ provides highly accurate and valuable user information

iFramed™ credits can be redeemed through a check by mail or through an iFramed™ prepaid credit card which can be refilled by iFramed™ in subsequent redemptions. It is this redemption process which allows iFramed™ to collect accurate user data as users need to provide real demographics (name, address, etc.) for redemption. Demographic accuracy is very high as false data prevents users from redeeming their rewards. "Gold Status" is obtained by providing more detailed demographic information and results in users collecting more rewards.

Auto-Ad™, by iFramed™

Collecting more rewards through approved advertisements

With Auto-Ad™, iFramed™ users can allow approved advertisers to post content on the user's social media pages. When enabled by the user, the content (a graphic or video) is automatically pushed onto the user's page(s) at a pre-determined time and for a pre-determined period of time – all with the user's personalized iFramed™ overlay. This means an advertiser can instantly launch a message to go viral on social media.

Through Auto-Ad™, both the user and the advertiser share control over when and where the advertiser's message is posted. The user can disable this feature at any time.

This is very unique in social media as it creates a strong and respectful relationship between both parties. It also increases the power and credibility of the message through the implied endorsement of the advertisement by the users as the message will appear to come from the users themselves, making them indirectly a brand ambassadors.



Users are rewarded for their endorsement and for the use of their valuable social media space through extra iFramed™ credits which are added to their account every time an advertisement is posted.

As users accumulate Auto-Ad™ credits, they build their status with iFramed™ – making them eligible to choose from more advertisers and able to receive special bonuses. With iFramed™, the more they participate, the more they will benefit.

iFramed™ is simple and seamless for users

iFramed™ is a snap to use. It is highly intuitive and operates seamlessly with any smartphone or tablet. All uploads are done in real time and users will not see any delay from their normal upload process. With iFramed™, anyone around the world can now easily brand their own content.

iFramed™ is simple and effective for advertisers

Advertisers can develop and change their own campaign in minutes using a powerful back office interface including the ability to set spending limits and campaign parameters. Advertisers are given full flexibility including how they want to target their campaign. They can choose parameters which include geo-location, specific target audience and other demographics.

All campaign results including full analytics can be monitored in real time. Advertisers can also choose if they want real time postings or if they want to have content reviewed by an iFramed™ content team for appropriateness with a minimal time shift.

iFramed™ messages have a long life

Regular Internet ads last a few seconds and have to be repeated. iFramed™ messages can last for years. As long as the content is posted, the message remains.

iFramed™ builds loyalty

Loyalty bonuses can be incorporated into a campaign when users reach posting thresholds. Additional bonuses for sharing content can also be built in when a user chooses to include optional individual QR posting codes with uploaded content. The codes are scannable by the iFramed™ app and when a code is scanned by a viewer, both the viewer and the poster receive bonus cash. If the code is scanned outside of iFramed™, the viewer is directed to the iFramed™ website with a prompt to join. Therefore a campaign can not only monitor who and what is being posted, but who and how many other people are viewing and where they are located, providing even more data to the advertiser. This is a very powerful incentive to share and a way to rapidly grow iFramed™ membership.

iFramed™ generates campaign-related content

Users can flag content if they believe it is relevant to a campaign in order to accumulate more bonuses. The iFramed™ content team can then filter and approve this specific content.



iFramed™ can support affinity groups

iFramed™ users can choose to support affinity groups such as NGO, charities, schools, local sports teams and community initiatives by donating their credits automatically and instantly to these organizations. When a group is chosen, the iFramed™ logo is replaced with that of the affinity group within the advertiser's campaign.

iFramed™ changes the rules for promotion on social media

iFramed™ is exactly what advertisers have been missing - a targeted approach which is not offensive to users - because iFramed™ empowers and rewards both users and advertisers.

iFramed™ builds on the emotion of social media

People are emotionally attached to the content they post. They post it because it is part of them and they want to share it with their friends. iFramed™ understands and builds on this emotion.

iFramed™ uses a simple revenue model

Half of the revenue received by iFramed™ from advertisers is distributed in rewards. The other half is revenue for iFramed™.

iFramed™ is a complete marketing ecosystem

iFramed™ builds a respectful, mutually beneficial relationship between users and advertisers of social media.

iFramed™ is Patented Worldwide

iFramed™ is patented or patent pending worldwide.

Patent
 USER CONTENT SHARING SYSTEM AND
 METHOD WITH AUTOMATED EXTERNAL
 CONTENT INTEGRATION




WIPO
 WORLD
 INTELLECTUAL PROPERTY
 ORGANIZATION

Paris Convention for the Protection
 of Industrial Property (1883)

Patent Cooperation Treaty
 Priority date **January 3, 2014**

Patent:



**Canadian
 Intellectual Property
 Office**

**Office de la propriété
 intellectuelle
 du Canada**

Patent No. 2,887,596

Patent Applications:



United States
 (15/200,631, US 15/240,515)



Europe
 (14876912.8)

Albania	Greece	Norway
Austria	Hungary	Poland
Belgium	Iceland	Portugal
Bosnia and Herzegovina	Ireland	Romania
Bulgaria	Italy	San Marino
Croatia	Latvia	Serbia
Cyprus	Liechtenstein	Slovakia
Czech Republic	Lithuania	Slovenia
Denmark	Luxembourg	Spain
Estonia	Macedonia	Sweden
Finland	Malta	Switzerland
France	Monaco	Turkey
Germany	Montenegro	United Kingdom
	Netherlands	

Canada (2,863,124)
Australia (2014374825)
Australia (2016101474)
Australia (2016101473)
India (201617026466)
China
Japan



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