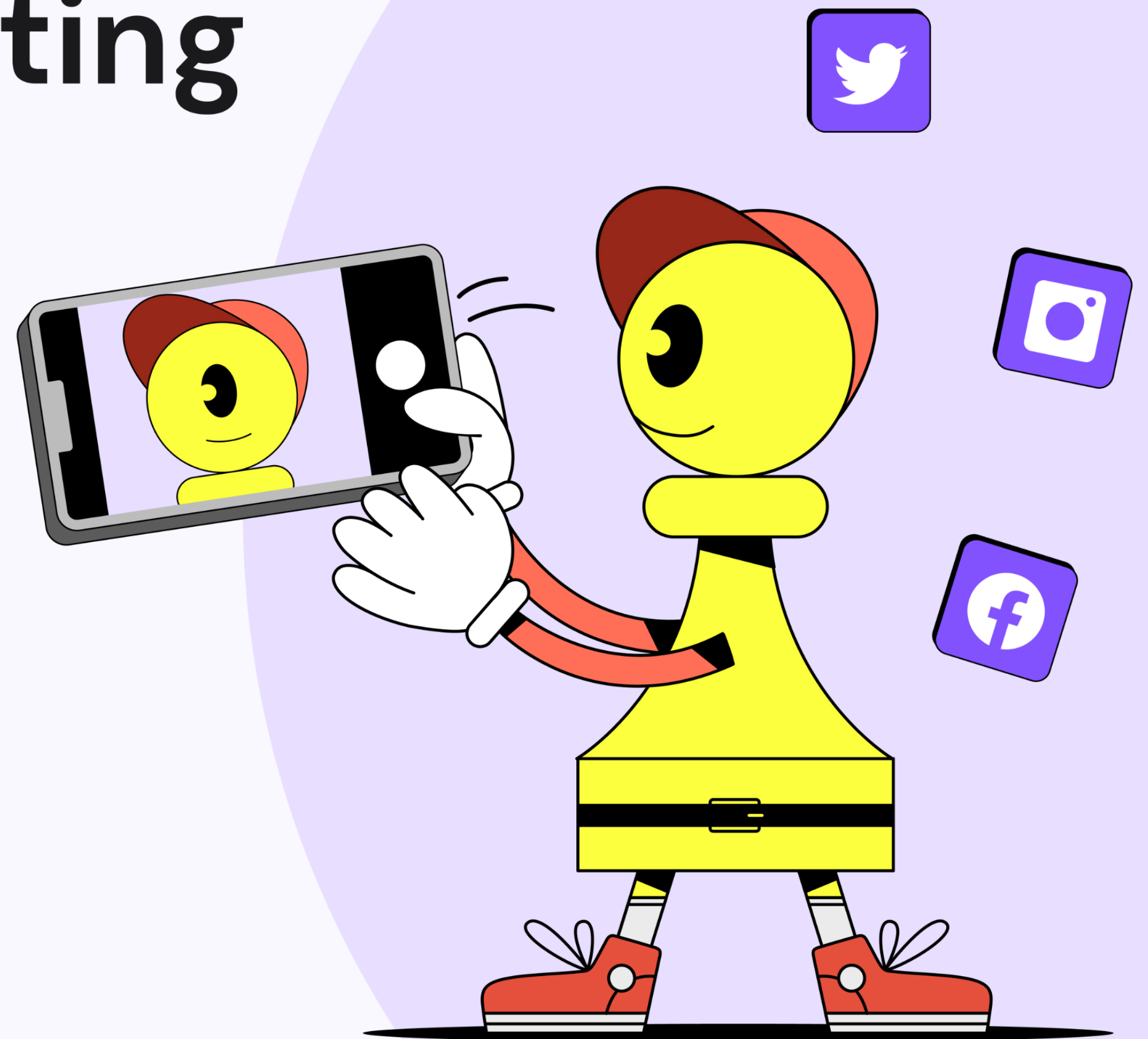


Influencer marketing campaign brief



About

Pawns.app was created with two simple goals – providing consumer opinions for businesses looking to improve their products and services and offering safe, private, and unrestricted internet access to online information and other resources for companies and individuals worldwide.

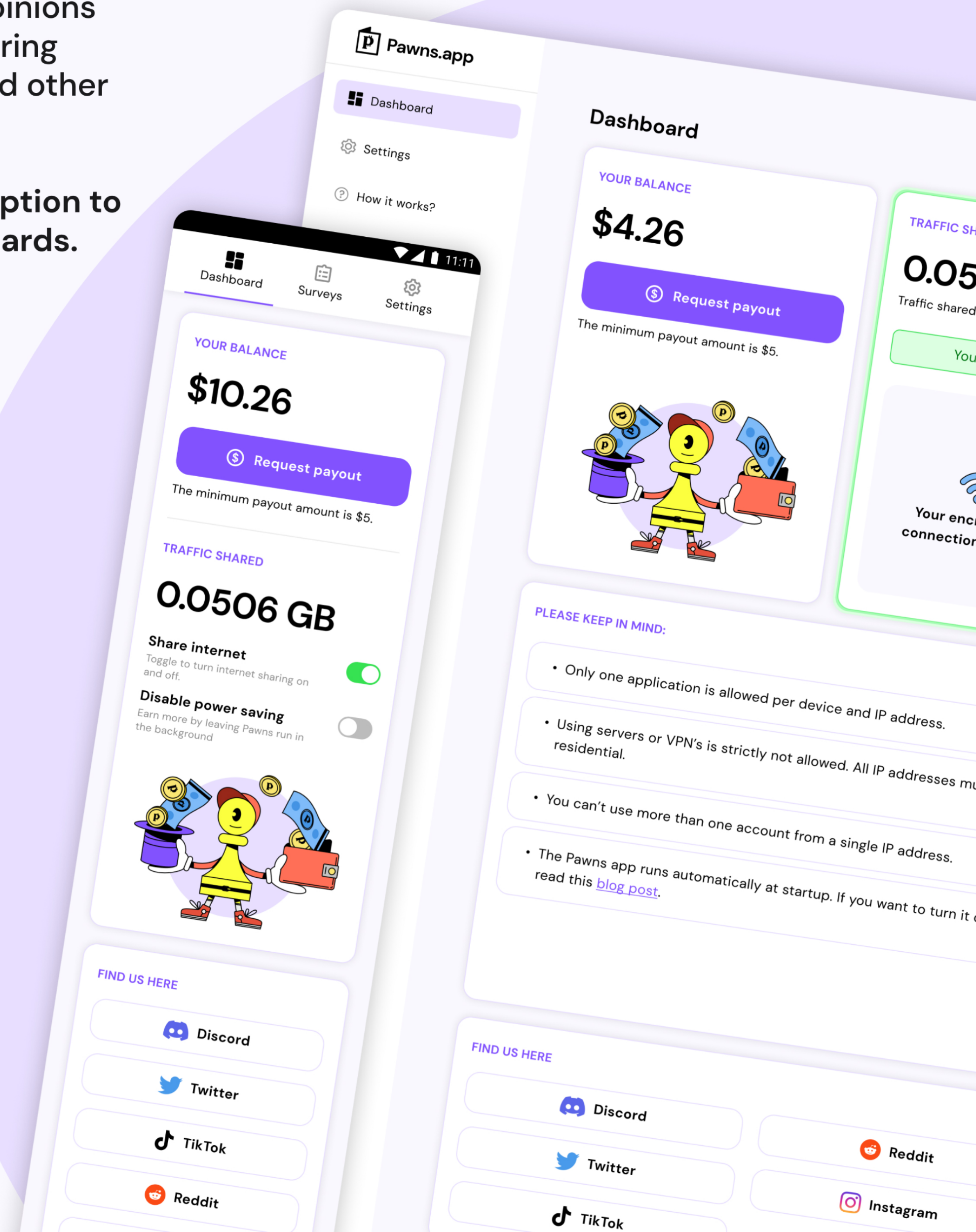
Pawns.app allows users to participate in surveys and gives them an option to share their internet connection in exchange for cash, Bitcoin, or gift cards. Our clients and partners use the service in two ways:

Surveys:

- Collecting consumers' opinions on various topics
- Performing market research to optimize advertising efforts
- Gathering valuable insight to improve products and services

Internet sharing:

- Gathering accurate market data from different regions
- SEO analysis and strategy development
- Competitor pricing and stock market information aggregation
- Brand protection and social media management



Campaign Goals

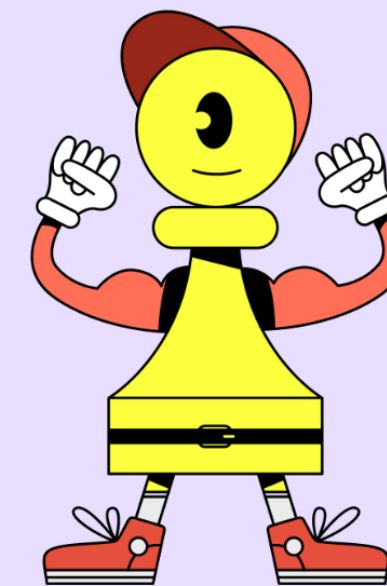


1

To generate registrations by highlighting a strong CTA

2

To build Brand awareness and strengthen the image of Pawns.app brand and its services



Requirements



- 1 The preview must be approved by a Pawns.app representative before launching the promotion
- 2 Other integrations, even if not paid, are not allowed in the same video

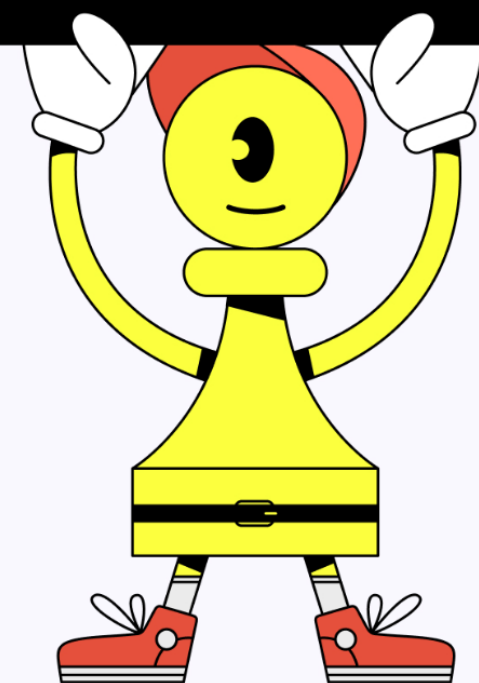
Other requirements:

- ✓ Video integration needs to be 60–90 seconds long and shouldn't start before 3–4 minute mark (unless agreed upon differently) but cannot be at the very beginning of the video. A natural flow into the integration is a must.
- ✓ A creator needs to show how to open the Pawns.app website, find/install the app, and complete a survey on an Android device.
- ✓ The logo of Pawns.app and “Link in the description” title should remain on the screen within the integration part (at least 10 seconds of the integration).
- ✓ A creator needs to add a tracking link at the top of the description box.
- ✓ A creator needs to pin a comment in the comments section and include the tracking link.

The tracking link is provided once the draft of the integration has been approved.

Call to action in video

“Currently, Pawns.app is running a special deal – register now using my special link in the video description below and instantly get \$1 in your Pawns.app balance!
The deal won’t last for long, so make sure to check out my special link!”



Key messaging points

A short explanation of how Pawns.app works

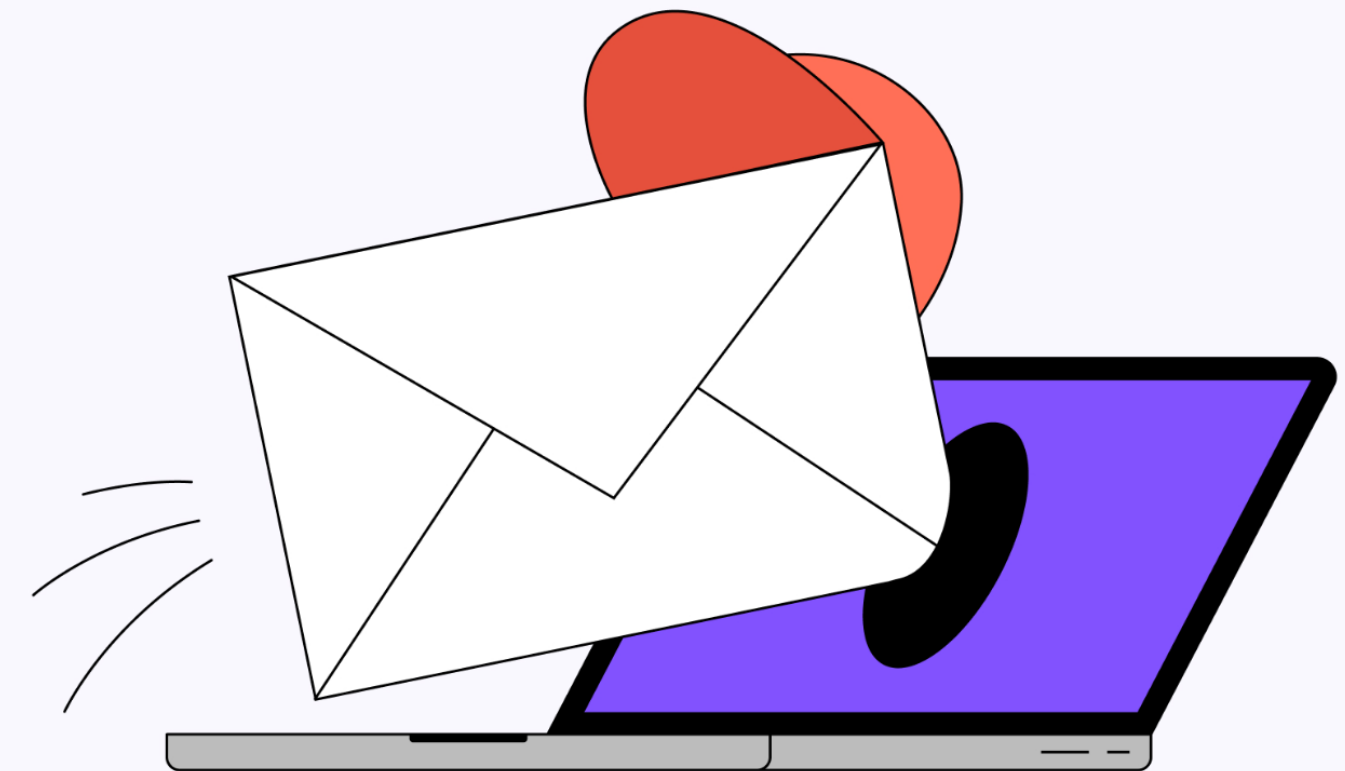
Pawns.app allows users to complete surveys and get paid for sharing their opinions on different topics (fashion, cosmetics, technology, the car industry, politics, and more). They also have the option to share their internet connection in exchange for cash, Bitcoin, and gift cards. The app is available on any device that runs Android, Windows, macOS, or Linux. It's a great side income source available to anyone in the world! Surveys are easy to complete and usually require only a few minutes of your time, while the internet sharing option doesn't require input from the user other than agreeing to share bandwidth.

Pawns.app is focused on privacy and security for all involved parties. All traffic is encrypted, and the app doesn't access any private data (your local storage, contacts, emails, or anything else). Each client goes through a rigorous vetting process before accessing the platform.

How to sign up and get paid

Joining Pawns.app is simple – you create an account, download the app, and run it. The process only takes a few minutes!

The minimum payout amount is \$5, and you can reach it by completing surveys or sharing your internet connection. You can get paid via PayPal, Bitcoin, virtual Visa cards, Amazon gift cards, and more.



Usage example

An average user makes \$1 per completed survey and \$0.2 per GB for each device running Pawns.app. Users can utilize an unlimited number of devices, as long as each device is on a different network with a different IP address.

Users can also take advantage of the affiliate program and share their affiliate link with friends, family, neighbors, on social media, blogs, forums, etc.

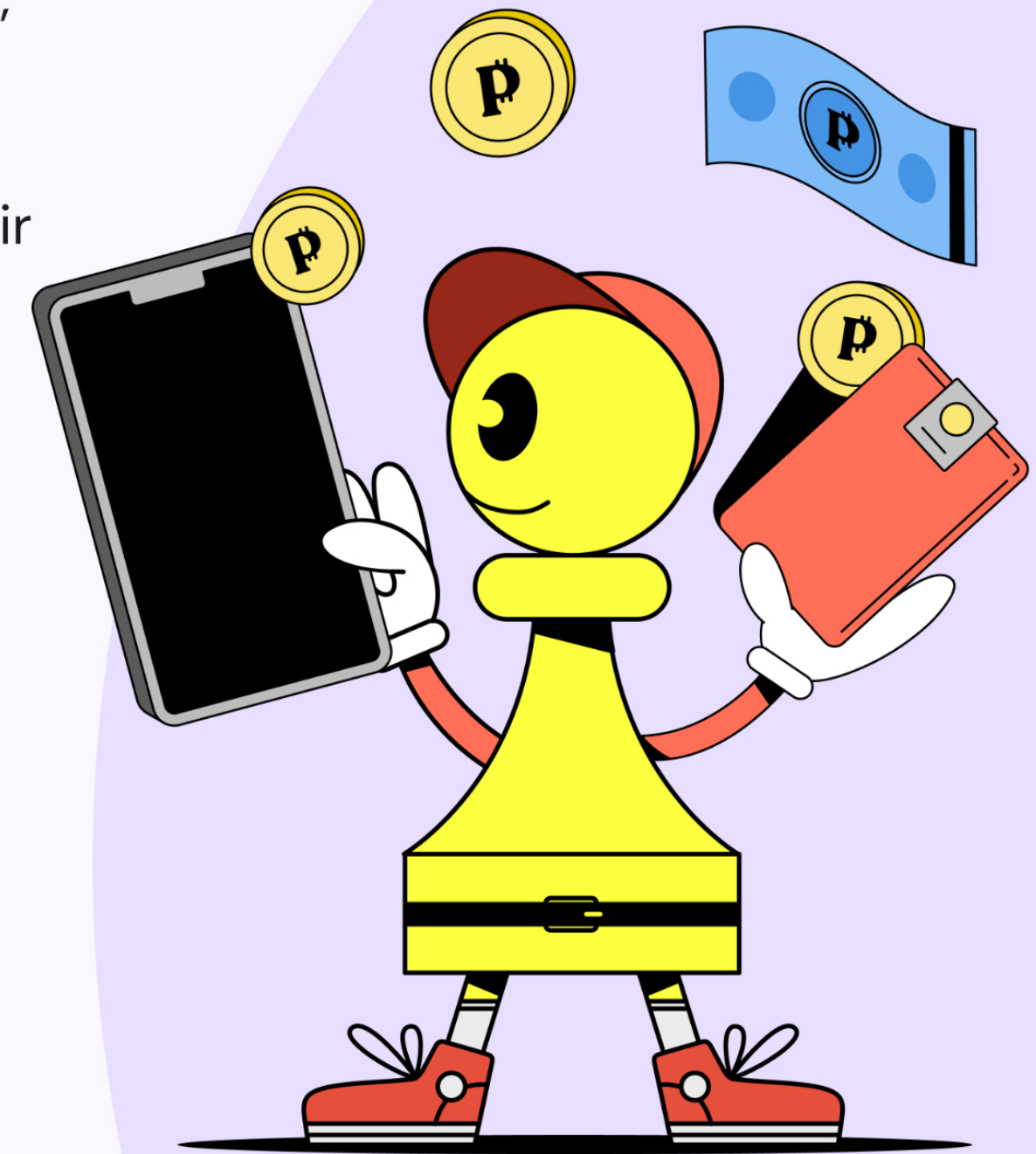
When a person joins Pawns.app through your affiliate link, they get a \$1 bonus and you get 10% of their earnings as long as they use the app.

We'll take James as an example.

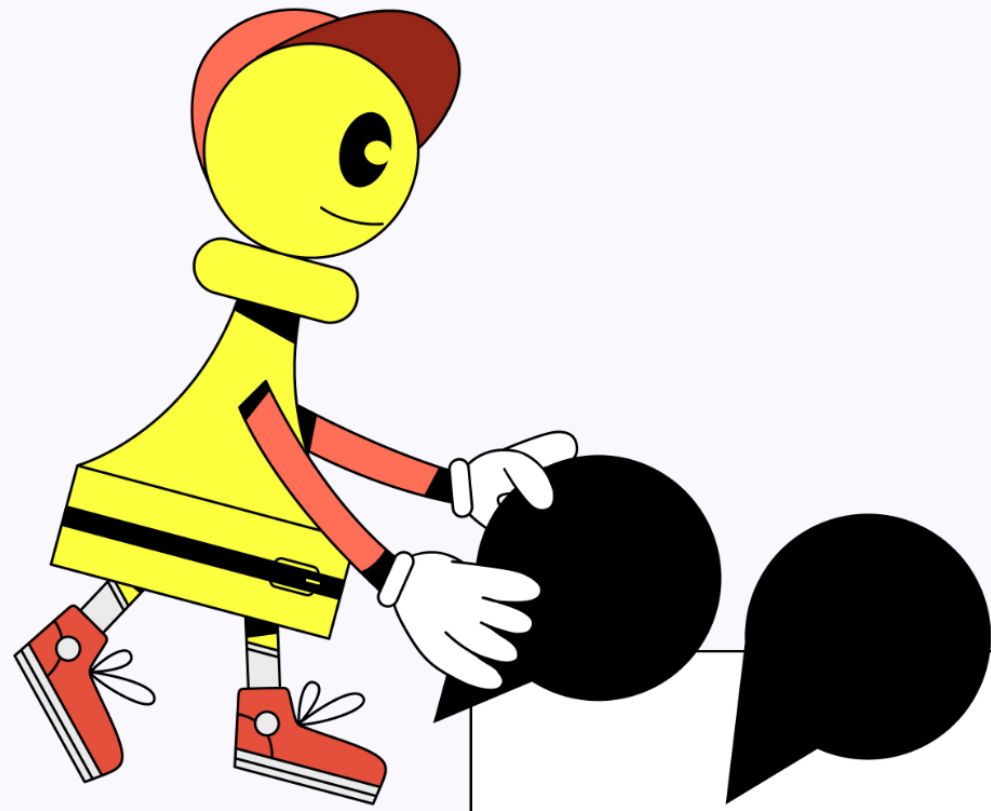
James joined Pawns.app in April of 2021, while it was still just a bandwidth-sharing app. In a year, he made \$64 by sharing his internet connection on his phone. James has a data plan with unlimited bandwidth, so he just lets the app run in the background non-stop.

Whenever he has a few minutes to spare, James checks the available surveys and completes the ones that are available. This activity brings him an additional \$1 per survey or \$16 per month on average.

He also used his affiliate link on Reddit in a beer money subreddit. That single link brought him 122 referrals and another \$89, which got him to a total of \$153. That's more than enough money for a nice treat like a few new video games, a new pair of sneakers, or one of the latest gadgets.



Description CTA



“Grab Pawns.app and an instant \$1 bonus before the deal expires: (tracking link)”

*This text should be at the top of the video description box and in the pinned comment.

Thank you!

