Hi Everybody,

Well I hope you're doing good!

As mentioned (even though with 1 day delay) here is a long update about happenings with the ADZbuzz Project.

-> New Feature Additions
Apart from the ADZbuzz Savers site which takes a lot of our time as it's a massive site, we are constantly working on improving ADZbuzz too. Here is an overview of latest additions:

>>> https://docs.google.com/document/d/1qIIQexNobULQMvQ2zK91m50dviE41tlHgFtAJSWYDzU/edit

-> New ADZbuzz Wallet System
Coins can be sent again to the ADZbuzz web wallet. The new wallet system is a major improvement in many ways so that is a huge update which took a lot of weeks of development, but then again, offering a secure wallet will allow us to earn fees which will be distributed and reduce the ADZcoin supply with every withdrawal (as mentioned in the earlier update).

-> ADZbuzz Savers Revenue Strategy
ADZbuzz Savers our shopping platform will obviously be our main income stream. The earnings from this platform will be used to buy ADZcoins and use the 50/50 to reward publishers, affiliates and users and reduce the supply of ADZcoin which will result in exponential growth in value. So let's take a look at how we'll exactly make money from this platform.

- Affiliate commissions
We want to give shoppers as many choices as possible when shopping online, so to get started we will upload product feed of thousands of stores (including big ones like Walmart and Bestbuy for example) so ADZbuzz Savers is filled with millions of products. Every time somebody clicks from ADZbuzz Savers to a shop and buys, the ADZbuzz Project will earn a commission which we can use to buy ADZ.

It also gives us the option to add stores from just about any country in the world, which will help us generate more revenue.

- Pay per click
Shops who don't have an affiliate program or simply prefer to get more traffic to their

site can also use a system in which they fill their account and they pay a small fee every time somebody clicks to their site. I'm sure many sites will use this system too and/or test both options. Payments from this system are made directly to the ADZbuzz project.

- Premium ad placements
All shops on ADZbuzz Savers will be able to highlight their products using premium placements. This is essentially the same as bidding for keywords in Google and having your ad displayed on top of the search results where it gets more clicks. These premium spots are also paid directly to the ADZbuzz Project.

- ADZcoin Savers Extension
We've been thinking about this for a very long time, and the best way to ensure we earn commissions straight away is to update the ADZcoin Savers extension we have to show products from the new platform. If you want to get an idea how that works, the core feature will work exactly the same as the Igive button of which you can find the functionality here: http://support.igive.com/kb/a136/igive-button-how-it-works.aspx

Now this button has 1700 shops added and 24K users, and it consistently earns about $1000 a day. This gives us a good idea how much this extension can generate for the ADZbuzz project. Just think that we will add thousands of more stores and eventually have millions of users and you'll get the idea.

But there's more to it.

We will connect this extension to people's ADZbuzz wallet, and to encourage more people to keep ADZcoin Savers installed, we will send them free ADZcoins every day and connect the referral program to this extension instead of to ADZbuzz uBlock. After all this extension generates the revenue for the ADZbuzz Project so that makes sense. We will also create a "donation wallet" which will send some coins every day to extension users which they must use to donate to publishers through the ADZlink.

This means millions of people will not only earn ADZcoins, but actively use them by sending them to the publishers they like!

So the ultimate revenue distribution will be:
-> 40% to publishers
-> 30% to affiliates
-> 20% to ADZcoin extension users
-> 10% to donation wallet
Now because publishers have an audience and can easily get a lot of referrals, we prefer to use this system to encourage them to promote the ADZbuzz extension. This way they

can earn more even if their site is low on traffic a certain period.

- Mailings
We will build an email list on ADZbuzz Savers for shoppers who want to stay informed about the latest deals and coupons etc. For this we can charge a lot of money once our mailing list reaches thousands of active shoppers.

- Push notifications
Similar to the notifications you receive on ADZbuzz when somebody comments on your post or likes your post etc. retailers will be able to pay for helping us build their brand awareness. So for instance we could charge for people who want to stay informed about the price drop of a product, which is very valuable for merchants as that's an action with buyer intent. With some creativity this will be a huge money maker eventually.

- Freebie section
Finally we will have a section where everybody can pay to list their free offer (to build an email list for instance) and pay for every click to that offer. We will charge a flat fee of $0,10 so if you know that solo ads for instance sell for about $0,50 per click you understand that this will be e very effective way to build a list in just about any niche out there! This is not a PTC area because there is nothing in it for users, only the freebie...
In this section we'll obviously also build an email list specifically for people interested in free offers.

-> Other revenue sources
Apart from the main income source which is ADZbuzz Savers, we'll have 3 other income sources ready:
- The ADZbuzz Wallet - Earning fees for every withdrawal
- The ADZbuzz Exchange - Earning fees for trades and withdrawals
- ADZbuzz Market - Earning fees just like Fiverr
We will only use ADZbuzzPay for this marketplace before we start attracting more merchants, which will happen at a later stage.

-> ADZlink/ADZnouncer Features
So one of our major features to connect all dots is the ADZlink in combination with the ADZnouncer. This is a WP plugin or little script to be added to a site which will allow publishers to not only earn in various ways, but also post their content automatically on ADZbuzz.

Here's how publishers will be able to earn:
- Automated daily revenue distribution (the 40% of total distribution) using various metrics to determine how much they'll earn (undisclosed)

- Affiliate commissions from people installing the ADZcoin Savers extension, promoted inside the ADZlink popup
- Donations straight inside the ADZlink popup (the mandatory 10% donations)
- Donations on ADZbuzz when new content is posted

So even though the daily distribution has lowered from 70 to 40%, the earnings for publishers putting in some effort to mention the ADZlink when they add it will get daily commissions from the other 30% of affiliate commissions. This in turn will make our project go viral fast, as most publishers can easily add an extra income stream to their main business just talking how the entire system works and getting people to download the ADZcoin extension.

-> ADZbuzz voting system
The voting area will be the first page people see when they visit ADZbuzz. This will be similar to how the homepage of Reddit looks with a simple voting mechanism. However this will have 3 additional benefits for publishers:
- When they receive a certain amount of positive votes, their recommendation ad will go live on all other pages of ADZbuzz so they can increase their ADZbuzz following.
- The votes will be one of the metrics used to determine the earnings they receive, meaning high quality content will earn more from the ADZlink than low quality content.
- Everybody with the ADZcoin Savers extension installed will also be able to donate to publishers here.
At the same time this will also keep people engaged on ADZbuzz as they can decide what is good and bad content.

-> ADZbuzz Communities
One of the new features to get people engaged even more is the community feature especially targeted to websites. So as you surely know all other sites like Reddit or Steemit have categories where communities are built around, ADZbuzz will have communities built around a specific site.
We were intending to create special earning system for community moderators, but we haven't decided that yet as we feel the ADZcoin extension installation will benefit the overall concept more now we have the automated posting of content using the ADZnouncer in their community.

-> Affiliate program
ADZbuzz referrals are tied to your account forever and will allow you to earn ADZcoins every day from qualifying referrals. So to earn from the ADZcoin Savers extension, your referrals need to:
- Have the ADZcoin Savers extension installed
- Log into their ADZbuzz account the last 24 hours.

If these 2 conditions are met you will earn from the 30% affiliate commission pool, which is equally divided amongst all qualifying referrals. So to give a short example:
- 10,000 ADZ to be distributed that day
- 10,000 qualifying referrals
- You have 100 referrals, you earn 100 ADZ
- You have 1000 referrals, you earn 1000 ADZ and so on...
This is the major affiliate program, you'll also earn 10% on all other products including fees in the ADZbuzz exchange, withdrawals from the ADZbuzz wallet and fees from the ADZbuzz market, plus all other products we'll add later on.

-> Expanding our team
Unfortunately we had to let some people go the last week, but we are in the process of hiring 5 new developers. As our current team is working on the items mentioned above in order to get that ready so we can start contacting publishers, we will hire some more people for the mobile development as we're a bit behind in that area. So we hope to welcome some more devs soon.

-> Final item: The 50/50 system
As mentioned in the last update (here in case you missed that: https://adzbuzz.com/story/1451593) we will introduce a unique system that will allow us to:
- Lower the supply of ADZcoin over time
- Allow us to reach our goal to solve the ad blocking issue for publishers faster
- Allow us to showcase in a transparent way how much we already sent to publishers
Every day, we will send 50% of our total revenue to an unspendable ADZcoin address, and the other 50% to the distribution address. This will increase the value of all other coins still in existence over time.
This feature is called the "Indirect donation" feature, because everybody who sells ADZ will be adding the dollar value to the still existing ADZ as the supply decreases and we are dealing with a limited amount of ADZcoins.

So that's it for now, I hope you now have a good idea about what we are doing and how we will make money to reach our goals.

I think as soon as we have the ADZlink and ADZcoin extension affiliate program ready, a viral storm will start that will skyrocket our user-base on ADZbuzz into the millions! After all, the ADZcoin extension is one of the easiest free products to promote, ever!

Everybody will earn free ADZcoins every day and will be able to help sites they love by giving them free coins too.

This will be the talking point on many sites that's for sure. 🙂

So let's just stay focused, build all our features and start growing the community when that's done!

If you have any questions or suggestions, just let us know.

Have a great day,
Jens