# WEB3ADS Introduces a New Approach to Advertising with WEB3 and Self-Media

NEW YORK, NY, UNITED STATES, May 14, 2025 /EINPresswire.com/ -- A 2024 eMarketer report underscored a growing challenge in digital advertising: click-through rates for traditional ads dropped to a historic low of 0.46%. Consumers, frustrated by irrelevant promotions and skeptical of centralized platforms, are increasingly disengaged. This trend has spurred the rise of WEB3 and self-media, enabling
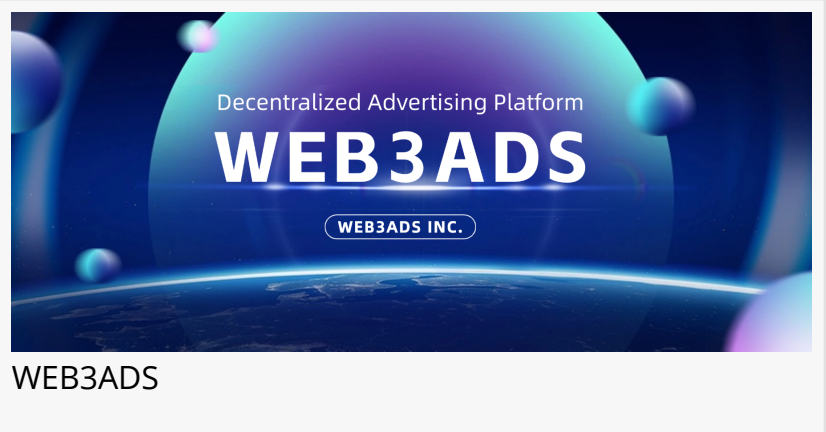
WEB3ADS

individuals to control their digital presence. WEB3ADS, a decentralized advertising platform created by WEB3ADS Inc., provides an speical solution by directly connecting advertisers with self-media creators, simplifying the process while promoting trust, efficiency, and fairness.

Challenges in Traditional Advertising
Traditional digital advertising depends on centralized platforms like Facebook, YouTube, and Google to bridge brands and audiences. Despite their extensive reach, these platforms have significant limitations. High costs often make premium ad spaces inaccessible for small businesses. A 2023 Statista study found that brands spend an average of $4.50 per click on platforms like Google Ads, with costs escalating in competitive industries. Furthermore, user trust is waning. Wary of invasive tracking and generic ads, consumers are adopting ad blockers—over 40% of U.S. internet users now use them, according to Statista.

Transparency is another obstacle. Advertisers frequently receive vague metrics, making it hard to gauge campaign effectiveness. Meanwhile, creators and users earn minimal revenue as platforms claim large fees. These shortcomings have fueled demand for a fairer, more effective advertising model, which WEB3ADS seeks to deliver.

WEB3ADS: A Decentralized Advertising Solution
Developed by WEB3ADS Inc., WEB3ADS is a blockchain-based platform that links advertisers directly with self-media creators, eliminating intermediaries. Unlike traditional platforms, where ad budgets navigate multiple layers, WEB3ADS allows brands to pay creators to share content on their social media accounts, such as TikTok, Instagram, or YouTube. By cutting out middlemen,

this model lowers costs, making advertising more affordable for businesses of all sizes.

Leveraging WEB3 technology, WEB3ADS ensures security, transparency, and fairness. Advertisers post tasks—such as sharing a product review or posting a branded video—and creators choose those that align with their audience. Once tasks are completed, payments are processed instantly via smart contracts, guaranteeing timely compensation for creators and measurable results for advertisers. This streamlined approach reduces overhead and fosters collaboration between brands and creators based on mutual objectives.

Enabling Creators to Earn from Their Influence
WEB3ADS is notable for its inclusivity. Anyone with a social media following—from micro-influencers with 1,000 followers to creators with larger audiences—can join and generate revenue. This accessible model redefines advertising by empowering everyday creators to monetize their influence without depending on agencies.

The process is simple: creators register, browse ad tasks, and select those that suit their audience. For example, a YouTube travel vlogger might promote a tourism campaign, while an Instagram fitness enthusiast could share a sports product. By aligning ads with their personal brand, creators maintain authenticity, boosting engagement. This financially benefits creators and extends ad reach as content spreads organically through trusted networks.

With over 4.9 billion social media users globally, per DataReportal, the earning potential for creators is substantial. WEB3ADS facilitates this with a user-friendly interface and clear guidelines to support effective participation.

Targeted Marketing for Better Engagement
WEB3ADS excels at delivering ads that resonate with audiences. Nielsen research shows that ads endorsed by trusted individuals achieve conversion rates up to three times higher than platform-driven ads. WEB3ADS capitalizes on this by embedding ads within personal relationships. When creators share content with their followers, it feels like a genuine recommendation rather than a corporate pitch.

Self-media audiences are typically united by shared interests, such as gaming, beauty, or fitness. This enables WEB3ADS to deliver ads to highly relevant, engaged communities. For instance, a pet brand can partner with pet-focused creators whose followers are already interested in animal products, ensuring ads are well-received. This targeted, authentic approach enhances engagement and fosters trust, as ads blend seamlessly with content users enjoy.

Transparency and Security with Blockchain
Blockchain technology forms the backbone of WEB3ADS, ensuring secure, transparent, and verifiable transactions. Smart contracts automate payments, guaranteeing creators receive earnings immediately upon task completion. This eliminates risks like delayed payments, a common issue in traditional influencer marketing.

Advertisers gain clear visibility. Ad performance metrics—views, clicks, and interactions—are recorded on a public ledger, accessible in real time. This allows brands to evaluate campaigns accurately and optimize strategies based on data. Unlike centralized platforms with unclear metrics, WEB3ADS provides reliable insights, promoting accountability.

Users also benefit from transparency, knowing creators are fairly compensated. This alignment of interests among advertisers, creators, and audiences creates a balanced ecosystem.

A New Path for Advertising
WEB3ADS, a product of WEB3ADS Inc., offers a practical step toward a more equitable advertising model. As WEB3 and self-media gain momentum, platforms like this provide brands with cost-effective ways to reach audiences while offering creators opportunities to earn. Its flexible framework positions WEB3ADS to adapt to emerging platforms and technologies, supporting businesses and creators worldwide.

This model holds significant potential. Businesses can connect with consumers authentically, and creators can transform their influence into income. WEB3ADS invites brands and creators to explore this approach and contribute to a more transparent, creator-driven advertising landscape. Visit web3ads.ai to learn more and get started.

TIM TABER
WEB3ADS INC.
email us here