

In today's digital marketing landscape, users, advertisers and publishers face a lot of challenges because of middlemen, trackers and fraudsters. Ads tend to decrease the BFTtery life of users by 21%, and almost 50% of a user's mobile data is used by the advertisements. Many of the times, the advertisers are unaware of where their money is going, and they get easily fooled by fraud websites. Facebook and Google together combine up for 73% of all the money spent on ads. This is the major problem being faced by the publishers. All these factors have made more than 600 million users use Ad-blockers. The environment in digital marketing is not ideal for its users, advertisers and publishers, and it needs a solution.

The basic focus token (BFT) is exchanged among the publishers, advertisers and users. The token's value and use are derived from user focus assigned. Focus here stands for the mental agreement focused on the advertisements. There is a finite number of BFT tokens, and the number is one and a half billion. Advertisers will have to pay in BFT terms to get the users' focus. The users who are willing to see ads will receive BFT in exchange for the focus they give. They have the freedom to use their tokens in a variety of methods, including accessing premium services in the Brave browser or just selling them off. The publishers who display ads can earn BFT in exchange for their high quality and relevant ads.

Exercise-

Q-1 Give suitable title of the above given case study?

Q-2 What does the influencers work in above the case study revealed?

Q-3 Write the merits and roles of influencers in social media?