

CryptuProEco®

Cryptu Promotion Manager Ecosystem White Paper

By CRYPTU.IO

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Abstract

Customer attraction has been one of the controversial issues among marketing managers in the current decade. More attraction and satisfaction mean, more success.

The Cryptu Promotion Manager Ecosystem (CryptuProEco®) emphasis on the customer attraction technique in which authors claim it would be the newest with innovation. There are two definitions as promoter and cluster to empower the level of the desired marketing. In this technique, sellers can create their own Services to sell their articles with the help of promoters who may promote the Providers' articles.

Keyword: promoter, commission, customer, service and cluster

Introduction

The number of customers is a critical point that a marketing project may lead to success or not. Advertisement may be the way for attracting. Television ads., billboards, banners, website ads. or other methods such as Instagram, Facebook etc. can help. These methods are so expensive and may cost arm and leg. The current study has proposed a way not only costs low, but also it is attractive and may lead to an expanded criterion of merchandising.

The innovation of the current method is for introducing the "Promoters" meaning who they advertise and promote the Providers' business and the "Cluster" meaning that is formed from a limited number of promoters.

The proposed method is somehow like a pyramid network marketing, but it has some major differences:

- 1- Number of members is limited to 15 promoters in each cluster, and it is not unlimited like many scamming pyramid marketing networks, in which nothing earned by sub members due to huge number of network members.
- 2- Nothing paid from sub-promoters commissions to the upper promoters. The upper promoters, just get their own commission from their own direct sale. This

is in contrast with pyramid marketing networks, that the top most members take benefit of the lower members' sale commission.

- 3- Recruiting sub-Promoters by top promoters, just level them up. So as the promoters' level grows up, their Direct Commission becomes more. This is why a promoter needs to add sub-promoters to himself/herself.
- 4- Unlike most pyramid marketing networks that don't sell anything but get money from sub members, CryptuProEco®, don't get any money from the promoters, just the providers pay a registration fee (cash or sale percentage), so there is not anything to be paid by sub-promoters to the tops.

Each promoter may receive two commissions as follows:

- 1- Attracting customers (Direct Commission for selling products)
- 2- Attracting promoters (Cluster Commission for cluster status & activities)

Direct Commission is calculated based on the sale average of the promoter per time, for example this average can be daily or any time slice in the order of seconds.

In other word, it is so easier to develop the marketing strategy since each customer may be an advertisement media as a promoter-customer, to buy the products and convince others to buy.

Cluster Commission is related to Cluster Rank. So, a Cluster can be ranked up due to its sale average and contributing more promoters. As the Cluster Rank grows up, its Cluster Commission increases, so every Promoter in this Cluster can benefit of more Cluster Commission than a low rank Cluster. This is the philosophy of making Clusters. The total profit that each people can receive equals to $C1 + C2$ in which $C1$ is the commission for selling products by introducing customers and $C2$ is the commission of cluster status and activity such as contributing the promoters and customers.

When the introduced people (by promoter) buy the products, an amount percent of the direct sell will be transfer to the promoter ($C1$). **More buy, More prize.**

Also, after promoters add to the current promoter (it means a cluster is forming), so another commission ($C2$) will be paid to the current promoter sells. Also, this part of commission depends on the cluster status and activities (Cluster Rank).

According to the marketing principles, this study may help the providers to improve their situation via applying the meaning of customer, promoter and cluster.

This innovative technique (CryptuProEco®) has been introduced, registered and applied by Cryptu.io developer team.

The Project

As it is mentioned, two definitions of promoter and cluster are applied to increase the customer attraction since each promoter would be the participant of the provider profit. That means, more sell by each people (promoter) means more commission that will increase the total income of the provider so the business will be developed.

In other word each people may gather cluster with other promoter or customers. This cluster with 4 levels ($j=1$ to 4), has the cluster rank (CR) $i=1$ at the beginning and may be increased to $i=5$ that is shown in Fig. 1.

At the beginning, the promoter is at the level of $j=4$ of the cluster rank of $i=1$. In this location, the promoter may attract the customer and will receive the commission of the by the service owner. As soon as attracting level $j=4$ of CR_i ($i=1$) which is determined another promoter, the desired promoter will go up to the level $j=3$ and the commission of attracting customer (selling each product) will be changed. This process will be continued and the level of this promoter finally will be reached to the level $j=1$ of CR_i ($i=1$) as may be shown in Fig.1.

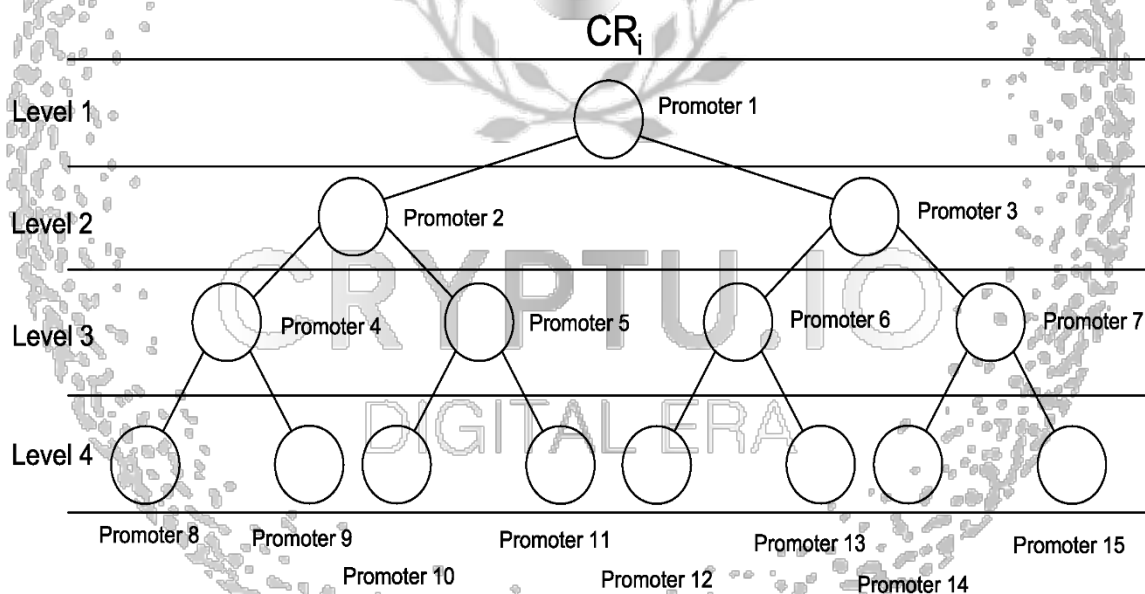


Fig. 1: Schematic of cluster and the promoters

The cluster rank would be improved from $CR_{i=1}$ to $CR_{i=5}$ (for Service #1 till Service #n) if the promoter goes on. So, the person will receive more commission by improving the level and CR simultaneously for different services.

The structure of the clusters and the structure of the CryptuProEco® service is shown in Fig. 2.

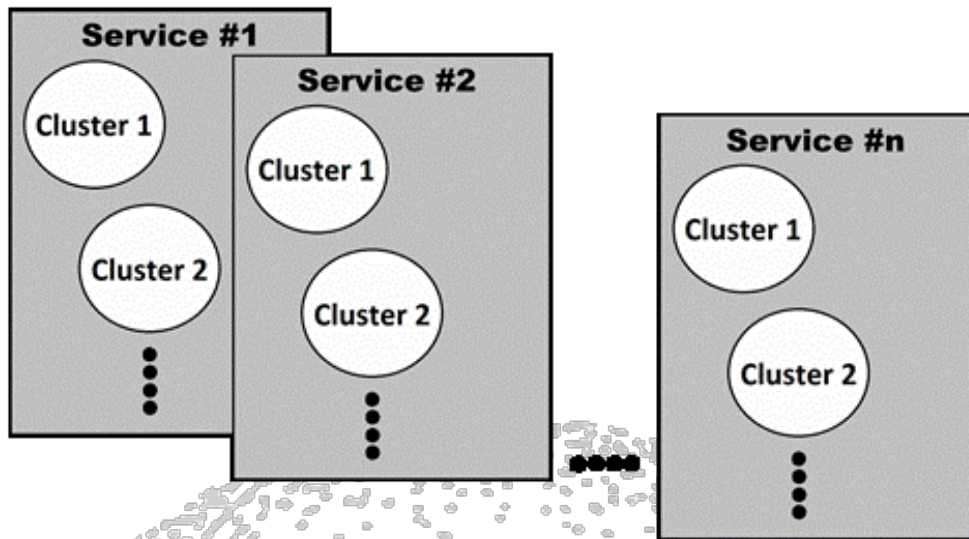


Fig. 2: Promotion Manager Ecosystem Structure

The total commission that is received can be calculated as follows:

$$\text{Total commission} = C_1 + \sum_{j=4}^1 \sum_{i=1}^5 C_{2,ij}$$

“i” is the cluster rank in which may grow up from 1 to 5 and “j” is the level number of each promoter in which it may be decreased from 4 to 1 by increasing the level.

Each Cluster in a service, has its own Rank, which is based on sale average of its Promoters. According to this sale average, Cluster Rank can be defined. So, a Cluster can be ranked up due to its sale average. As the Cluster Rank grows up, its Cluster Commission increases, so every Promoter in this Cluster can benefit of more Cluster Commission than a low rank Cluster.

All of the parameters can be set by Providers during Service registration and they can be changed later.

Cluster Rank, is subject to degrade if a Cluster sale average drops during time. So, the Promoters must try to sale more to keep their Cluster Rank up. To prevent sudden drop of the Cluster Rank, upon intermittent drop of sale, the cluster Rank Relaxation Period parameter is defined. It is a period of time that a Cluster Rank would be kept intact, if it sales nothing or a new Promoter added to it.

Conclusion

The marketing technique may be changed day to day for increasing the revenue. Some businesses are using traditional ways which are a bit expensive and ineffective or use another method such as the pyramid marketing networks which may have probable scammers. The CryptuProEco® has two profits:

- 1- Has lots of audiences like traditional advertising methods.

2- In spite of most of pyramid marketing networks, the scamming is impossible but the revenue is high.

The proposed technique brings you lots of digital advertiser who introduce you to others and receive their commission. **More sell, More revenue, More commission.** Also, CryptuProEco® is careful about your business profit.

The cluster idea has been applied in CryptuProEco® platform in which the promoters have been gathered and have formed clusters to help you to be seen!



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