NEARDROP

Name for Campaign: NEARDROP Launch

Company: NEARDROP (app.neardrop.io)

Track: SaaS

Requested Service: Use Case and Audience Discoverability

Bounty: $10,000

One liner about your business/product:
NEARDROP allows users to run mass campaigns giving away NEAR Wallets.

One way to increase NEAR adoption is to create NEAR wallets for users with NEAR already in them. The monetary incentive of NEAR incentivizes users to claim their wallets. NEARDROP allows a campaign manager to generate unique wallet URLs pre-loaded with NEAR automatically. The campaign manager puts up the total amount of NEAR.

In short, where we could use your help:
NEARDROP is a new product built by NEAR. We need your help in discovering the ideal customer persona and acquiring initial users. We aren't sure if the ideal users are individuals, businesses, or another entity. We want the ideal customer person to be as narrow as possible. We would also like to launch a growth marketing plan to acquire our initial users.

You would run at least one campaign on the target persona you identify.

Inspiration

Ideal Customer Persona should at least include the following:

- Business or consumer
- Age
- Gender
- Reason for Use
- Geographic region

Growth Marketing Plan should include:

- At least three growth tactics to execute on
- One campaign to execute on

Are there any restrictions for the campaign:

n/a

Goals and metrics for this campaign:

- Ideal Customer Persona
- Narrow the focus as much as possible
- 1,000 New Users in 6 months

Links and Resources

App: app.neardrop.io

More about NEARDROP:

https://docs.google.com/document/d/1OqG5HV40oXO1eltcDFntei1DWGMbMNP24u9UuLu1Vj
E/edit

About NEARDROP:

NEARDROP - A digital asset growth marketing tool
Meet NEARDROP - your new growth marketing tool

A NEARDROP is an easy way to get onboard to a digital asset. You click an URL or scan a QR, and you can claim a digital asset (NEAR, Fungible Token, or Non-Fungible Token).

If you are reading this, you are probably part of the **marketing conference** and have already tried the user experience of a NEARDROP yourself. If you have not yet claimed your NEARDROP, scan the QR below before continuing reading further :)

The current state of NEARDROP on NEAR

The v2 of NEARDROP smart-contract & UI has just been launched. This enables no-coders to use it to:

1. Generate 10 000 (and maybe more) links per campaign
2. Remove the 1 NEAR fee per link
3. Store the data (links) locally; it's all on-chain - all links generated from the single seed phrase.

4. Instead of having a single contract for all links, we create a new account per campaign, making NEARDROP more scalable.
5. All your campaigns are bonded to your NEARDROP account, which is connected to your wallet account - you can easily log in on a new device, and you will be able to manage your campaigns without adding them manually to the local storage.

NEARDROP use-cases

Physical items

You can do physical Link drops as you've just tried above. These can be printed as QR codes into magazines, clothing, and what else one can think of.

All virtual campaigns

Another option to make large-scale distribution possible is to launch NEARDROP campaigns tapping into "traditional" online distribution channels such as social media, newsletter tools, or Telegram / Discord channels . For inspiration, see, for example, this type of [NEARDROP automated Twitter campaign](#).

3:00 PM · Sep 6, 2021 · Twitter Web App

930 **Retweets**   611 **Quote Tweets**   1,363 **Likes**
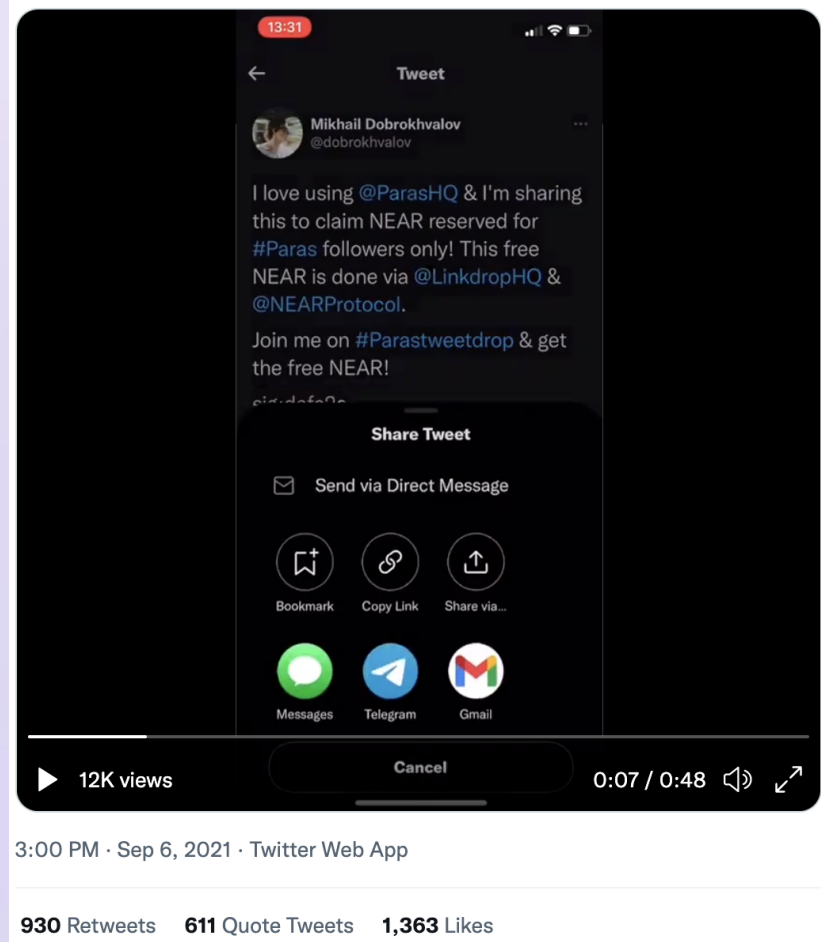
NEARDROP analytics

Off-chain analytics

From the Twitter Campaign above, we can derive regular Google analytics stats from seeing the success of the campaign
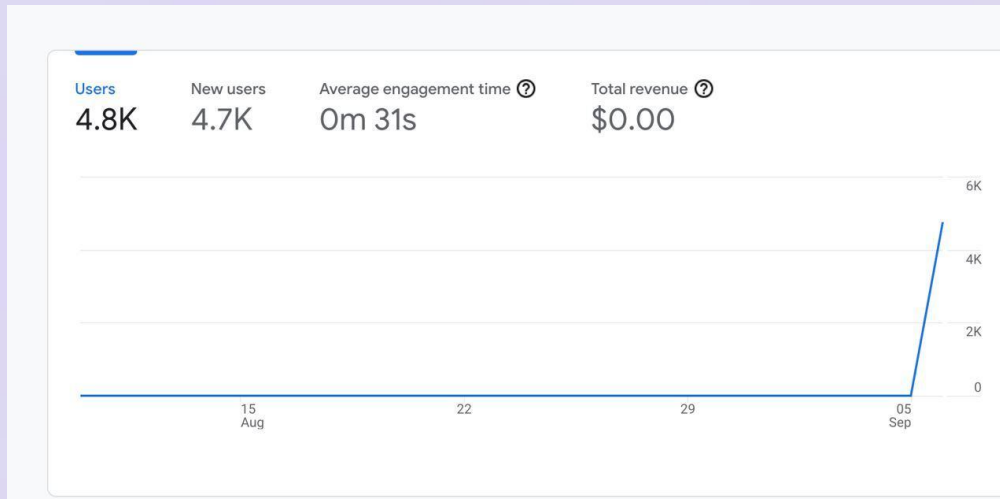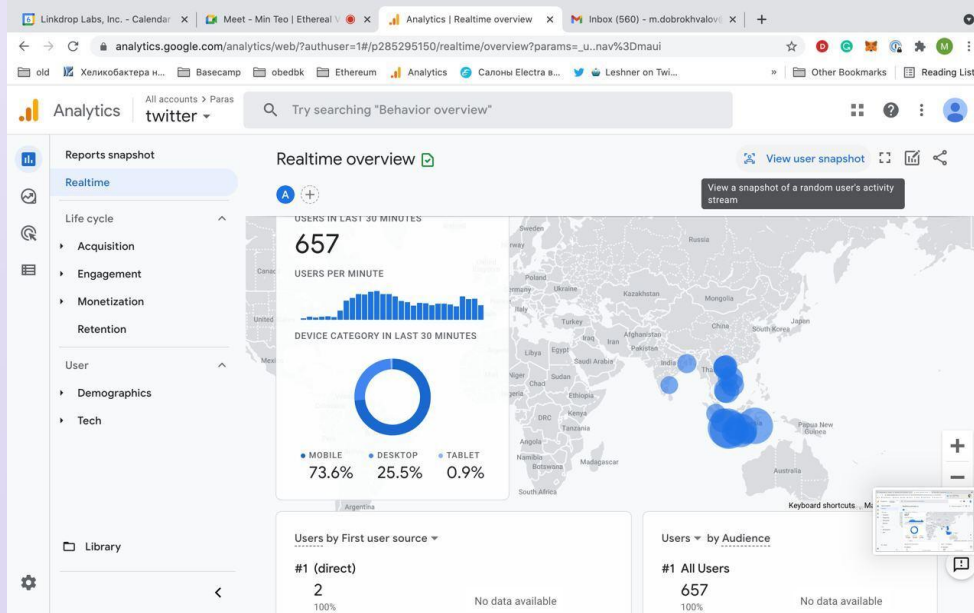
Additional "off-chain" web2 analytics can be derived by adding UTM links as desired using for example https://ga-dev-tools.web.app/campaign-url-builder/

On-chain analytics

Due to the public and transparent nature of blockchains like NEAR, advanced marketeers can furthermore verify on-chain (on the blockchain) the full life-cycle of a user claiming a NEARDROP. This can include to see if a user claiming a NEARDROP

- Becomes an active user or not
- Refers other users
- Try out specific dapps or not
- Reward them for trying out certain dapps
- What else advanced marketers can come up with :)

NEARDROP under the hood

NEAR NEARDROP - is a set of a few contracts. We have three different types of contracts - NEARDROP, User, and Campaign. Each contract is deployed to its own account. We use name hierarchy here - every user account will be a subaccount of NEARDROP.testnet (e.g bob.NEARDROP.testnet), and each campaign account will be a subaccount of the user account (e.g my-first-campaign.bob.NEARDROP.testnet).

NEARDROP - it's a root contract of the app and the entry point for a new users. This contract creates a new user account and deploys a user contract code to it.

User - this is a contract that allows a user to create new campaigns. This account is bounded with the user Wallet account, which means if the Wallet account id is bob.testnet his NEARDROP account id will be bob.NEARDROP.testnet

Campaign - it's a contract that an end user will interact with (using a link). Right now we have only one type of the campaign - NEAR campaign, but it will be possible to add new campaign type such as NFT, NFT-FT, NFT-NEAR etc.
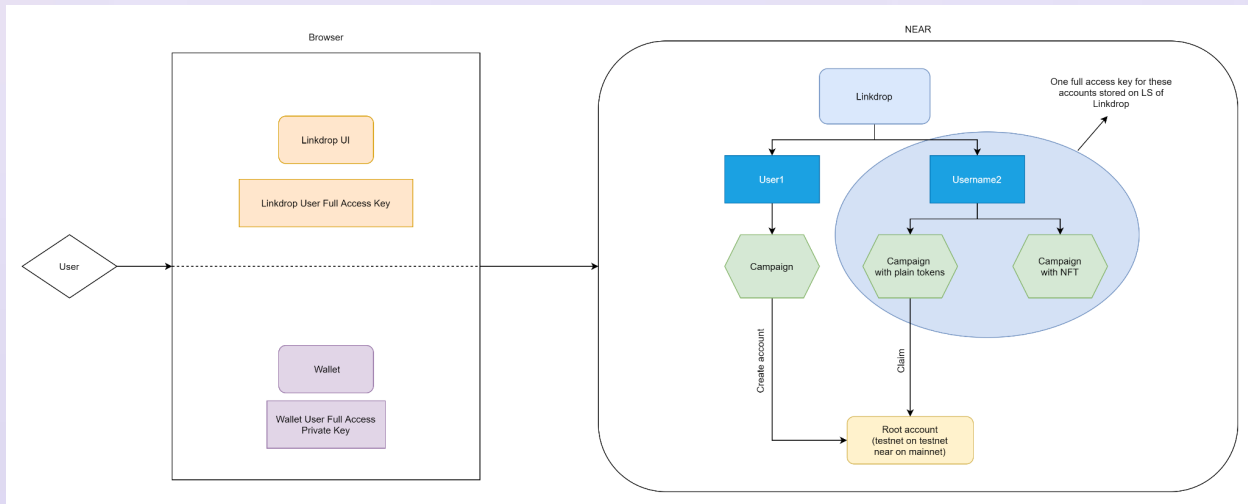
NEAR campaign

NEAR campaign - the type of campaign that allows you to create a set of links. Each link will be unique and will contain some amount of NEAR, which is the same for all links of the campaign. There are two ways an end-user can use this link - create a new account or get NEAR on his existing account. For both of these actions we use the 'root account' - testnet in the testnet network and near in the mainnet.

How to create a new campaign

- Create a new user - call create_user_account on NEARDROP.testnet
- Create a new NEAR campaign account and send some amount of NEAR - call create_near_campaign of the user contract.
- After the campaign is created add keys into the state - call add_keys of the campaign contract. You can generate keys from the single mnemonic phrase - on the UI we generate from it a full-access key for user account, for all campaigns and for all keys of these campaigns.
- Your campaign is ready to use.

How to use a campaign

- You can check campaign statistic - call get_campaign_metadata,
- Check a status of each key (it's active or it was used) - call get_keys
- Deactivate a key if you want to get your NEAR back (or if you sent a link to the wrong person) - call refund_keys

app.neardrop.io