



U42 Promotions

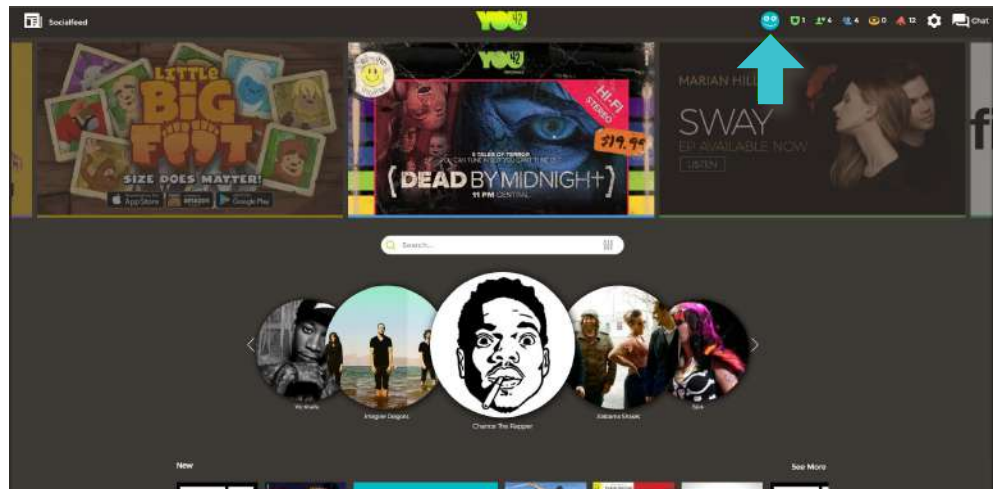
Instructions



U42 Promotions: Instructions

Creating a Promotion Once you complete the KYC process, become a verified creator, and own U42 tokens, you will be able to run Promotions on the You42 platform!

1 **Navigate to your You42 profile page:**



You42 Home

2 **Click the 'Promote' tab:**



You42 Profile

- **Note:** You must be an approved 'Creator' and passed KYC (Know Your Customer) to access the 'Promote' tab.

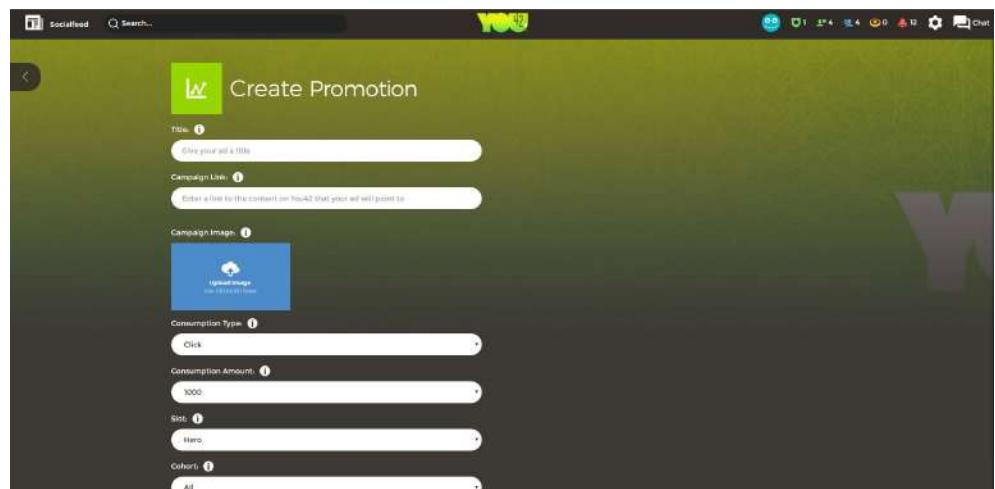
Creating a Promotion

3 Click 'Promote':



You42 Profile Promote

4 Create your Promotion:



You42 Create Promotion

- **Give your promotion a title.**
 - **Note:** The promotion title will be visible to other users if running a promotion in the Social Feed.
- **Enter the promotion link.**
 - **Note:** Currently You42 only supports internal links (i.e. links within the You42.com domain). We plan to support external links in the future and will consider manual approval for external links upon request.

Creating a Promotion 4 Create your Promotion: Continued

- **Upload an image.**
 - **Note:** This image will be displayed for your promotion. We recommend an image of 1920x1080 resolution in order to ensure high image quality.
- **Select 'Consumption Type'.**
 - **Note:** Currently only 'Click' is supported. This means that one of your credits will be consumed each time a user clicks on your ad.
- **Select 'Consumption Amount'.**
 - **Note:** This is the number of credits for your promotion.
 - **Example:** If you have a Consumption Type of 'Click' and Amount of '1000', then your ad promotion will display for users until it has been clicked 1000 times (unless paused or cancelled).
- **Choose 'Slot'.**
 - **Note:** Currently 'Hero' and 'Social Feed' are available.
 - **Hero:** Your ad will be displayed prominently on the home page as part of the main hero slider.
 - **Social Feed:** Your ad will be displayed to users within their Social Feed.
- **Choose 'Cohort'.**
 - **Note:** Currently, You42 only supports the 'All' option. Additional options are currently in development to allow for more targeted advertising.

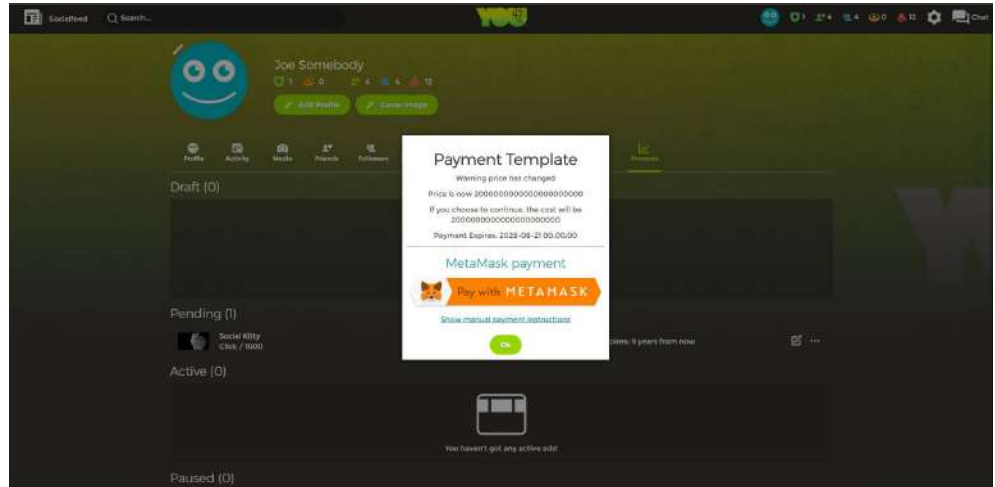
6 Publish Promotion:

You42 Create Promotion

- **Click 'Publish Promotion'**

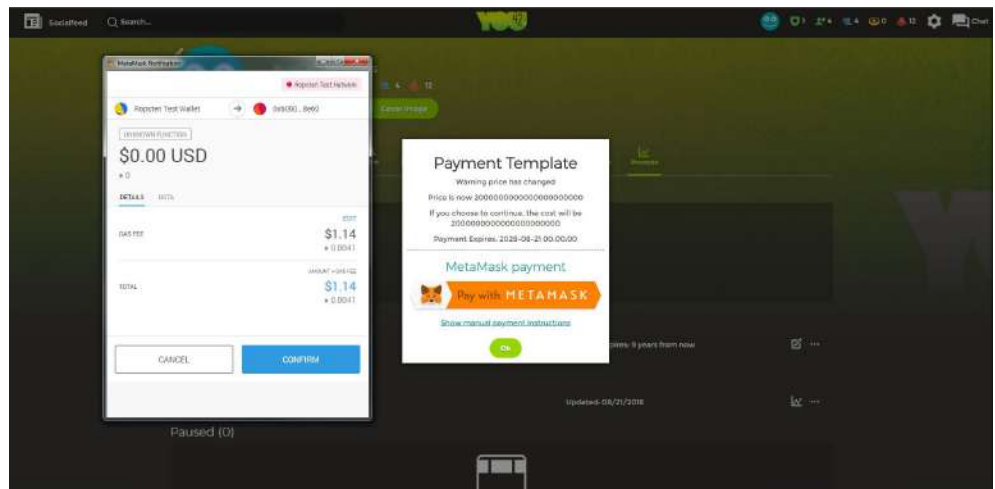
Creating a Promotion

6 Choose Payment Method:



MetaMask Payment

A MetaMask:

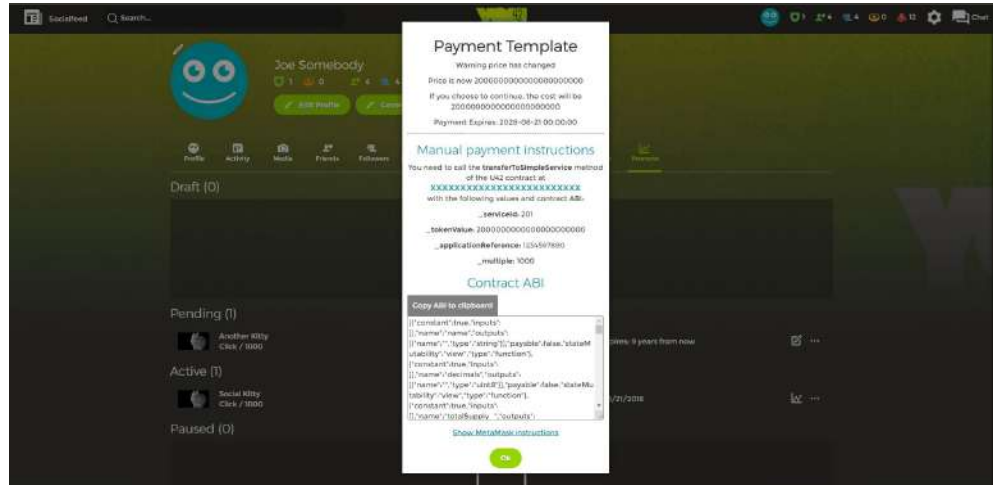


MetaMask Payment

- You42 currently supports paying with MetaMask. This is our recommended form of payment as it dramatically simplifies the process.
- You will need to have the MetaMask plugin / extension installed in your browser for the best user experience. You can download [here](#).

Creating a Promotion

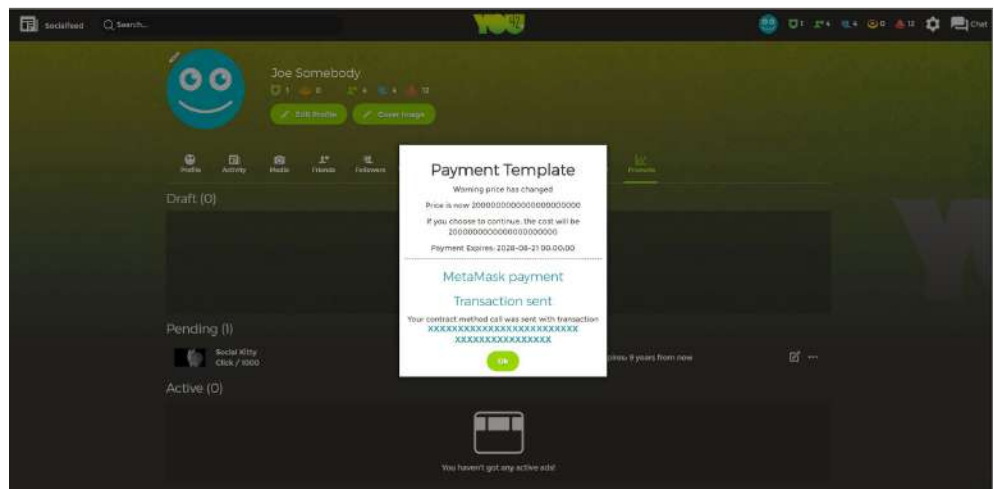
B Manual Payment:



Manual Payment

- Follow the on screen instructions to make manual payments.

7 Await Payment Confirmation:

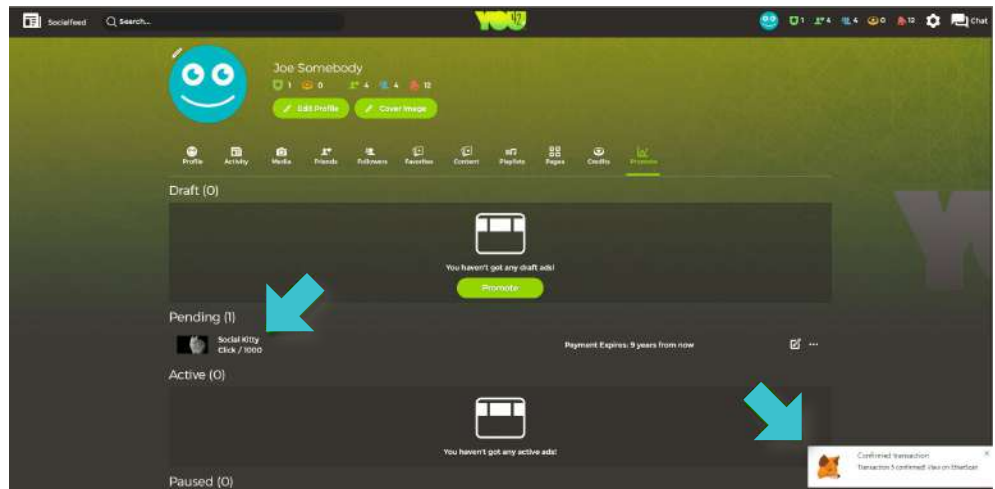


Payment Template

- **Once your payment is confirmed you will be notified on screen.**
 - As this is an asynchronous action you are not required to stay on the page to await confirmation. You may leave the site and return later.

Creating a Promotion 7 Await Payment Confirmation: Continued

- If using MetaMask, you should receive a notification once your payment is confirmed.



Profile Promote

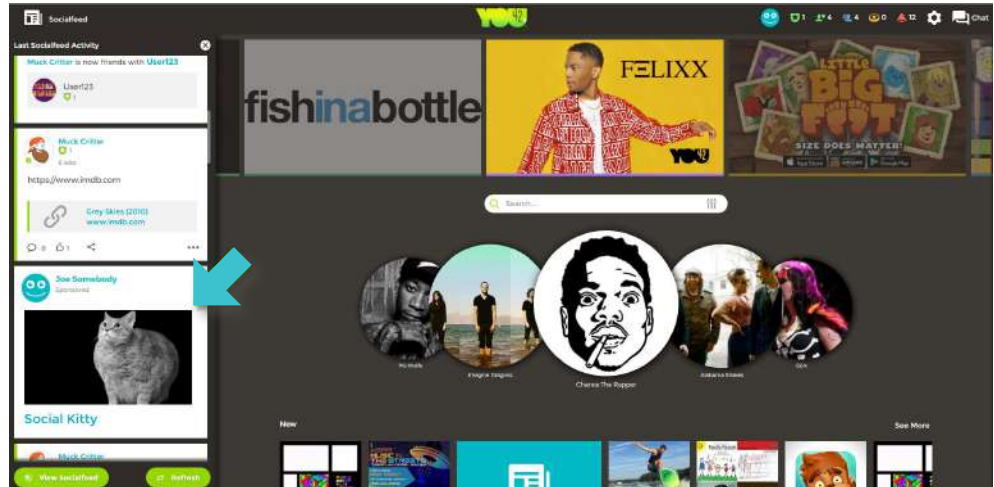
- Refresh the page to ensure that your Promotion is now Active.



Profile Promote

Creating a Promotion

8 View your Promotion



Social Feed

- **Check the You42 Home page or Social Feed to see your promotion.**

- **Note:** You42 has many advertisers, so your promotion ad may not be displayed every time you visit the site. Ads are displayed based on relevance and queueing.

9 Congratulations! You have successfully published a promotion.



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Connect

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