



ZETLY

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PRESS RELEASE

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Cookie3 will support the development of the Zetly platform!

Cookie3, a pioneer in behavioural analytics on the blockchain is joining the Zetly platform.



Cookie3 developers have created a comprehensive solution that uses on-chain data to create behavioural profiles of individual Web3 users. Web3 will soon become the largest marketing space and Cookie3 will make it personal.

"We are delighted to have partnered with the developers of a comprehensive and innovative behavioural profiling solution. This will allow us to construct and reach the participants of our platform with a selected and individualised message. At the same time, it will provide strong support in popularizing blockchain technology and NFT tokens", comments Michał Glijer, CEO of Zetly.

The Cookie3 team has skillfully leveraged one of the central elements of the metaverse for its data engine - tokens and on-chain transactions. Using artificial intelligence and machine learning to process aggregated information from NFTs, tokens and smart contracts, the data interpretation will enable Cookie3 to understand individual user behaviour across the metaverse. Such algorithms will allow companies and brands to create the behavioural profiles that are so important for precise targeting in advertising and marketing campaigns. As part of the partnership with Cookie3, the Zetly platform will achieve benefits in the form of:



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- possibility of personalisation of services and recommendations for users of Zetly platforms,
- more effective reaching of target groups with content,
- advanced analytics to reward the most engaged users.

"In the case of Cookie3 and Zetly cooperation, we are dealing with a win-win situation, in which both parties derive real value translating into delivering a completely new quality of experience for individual users. I believe that thanks to our cooperation, the Zetly platform will gain a competitive advantage over existing projects and deliver services at the highest level of customization and UX", says Filip Wielanier, CEO & Co-founder of Cookies3.

Cookie3 is the new 'Google Analytics' for the entire Metaverse and Web3, translating blockchain-derived data into behavioural profiles of individuals. Cookie3 aims to become the undisputed leader in behavioural analytics on the blockchain, focusing on providing marketing services to enterprise customers.

Cookie3 provides services such as the first ever ad targeting tool in the Metaverse, behavioural scoring of investors, or service personalisation of existing platforms which will be a versatile tool for Web3 marketplaces, Metaverse platforms, airdrops, NFT collections, DAO organisations or gaming guilds.

Zetly OÜ is a Polish-Estonian limited liability company that uses blockchain technology to create a personalised, multi-level, sports app platform. Zetly creates a unique ecosystem and marketplace for offering club tokens, NFTs, sports memorabilia and a decentralised digital wallet in one place. With this platform, clubs can issue their tokens, all users can create their own NFTs, athletes can organise crowdfunding campaigns, and federations and clubs can issue unique sets of digital collections.

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