

UNDERSTANDING
THE METAVERSE,
CRYPTO, AND NFTS



KEY DEFINITIONS

Metaverse: “The word “metaverse” describes a fully realized digital world that exists beyond the one in which we live. It was coined by Neal Stephenson in his 1992 novel “Snow Crash,” and the concept was further explored by Ernest Cline in his novel “Ready Player One.” The term today refers to a variety of experiences, environments and assets that exist in the virtual space. Video games in which players can build their own worlds have metaverse tendencies, as does most social media. If you own a non-fungible token, virtual-reality headset or some cryptocurrency, you’re also part of the metaversal experience.” (New York Times)



Cryptocurrency: “A digital or virtual currency that is secured by cryptography, which makes it nearly impossible to counterfeit or double spend. Many cryptocurrencies are decentralized networks based on blockchain technology - a distributed ledger enforced by a disparate network of computers. A defining feature of cryptocurrencies is that they are generally not issued by any central authority, rendering them theoretically immune to government interference or manipulation...” (Investopedia)

NFT (Non-fungible token): “Tokens that we can use to represent ownership of unique items. They let us tokenize things like art, collectibles, even real estate. They can only have one official owner at a time and they’re secured by the Ethereum blockchain - no one can modify the record of ownership or copy/paste a new NFT into existence...” (Ethereum)



KEY DEFINITIONS

Virtual Reality: “Virtual reality (VR) provides a computer-generated 3D environment (including both computer graphics and 360-degree video) that surrounds a user and responds to an individual’s actions in a natural way, usually through immersive head-mounted displays, Gesture recognition or handheld controllers provide hand and body tracking, and haptic (or touch-sensitive) feedback may be incorporated. Room-based systems provide a 3D experience while moving around large areas, or they can be used with multiple participants.” (Gartner)



Augmented Reality: “Augmented reality (AR) is the real-time use of information in the form of text, graphics, audio and other virtual enhancements integrated with real world objects. It is this “real world” element that differentiates AR from virtual reality. AR integrates and adds value to the user’s interaction with the real world, versus a simulation.” (Gartner)

What are the implications for marketers?

- [Fasten your seatbelt: Crypto’s impact on marketing has only just begun](#)
- [The New World: A Metaverse Primer](#)
- [Pop Marketer Episode: Across the Metaverse](#)
- [Wachsman talks with Money Watch about Cryptocurrency](#)
- [Navigating the World of Marketing for Crypto Brands](#)





/ A PERFORMANCE MARKETING AGENCY

About Coegi

Coegi is a performance marketing partner for brands and agencies that is enabled with a best-in-class technology stack to deliver custom digital solutions to meet your goals. Our team is made up of practitioners that strive for innovation and progression while treating brand dollars with the accountability of performance media.

Using data-backed personas, we create an audience targeting channel strategy brought to life with a continual “test & learn” approach toward optimization. This is all supported with a strong measurement strategy to ensure each and every channel contributes back to the established business goals.

Capabilities

Programmatic

- Display
- Online Video
- Native
- CTV/OTT
- Streaming Audio
- DOOH

Paid Social

- Facebook
- Instagram
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- TikTok

Influencer

- Facebook
- Instagram
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- TikTok

Strategic Services

- Google Ads
- Microsoft Ads
- Amazon Ads
- Keyword Research
- Competitor Research

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