



ADS AND MY GROUP

Advertise on Linework with the Ads manager, sponsor posts, and grow your network with invite links, ranks and the Founding Ambassador programme.



Version

4.0.2742 · build 385

Language

English

Online

docs.linework.app

ADS AND MY GROUP

Reach more people with ads, and build your network by inviting the people you trust.

THE ADS MANAGER

- 1 Menu → **Advertising** → **Create ad account**.
- 2 **Top up** the ad account with USDC on Polygon: send to the address shown and paste the transaction hash (it needs about a minute of confirmations).
- 3 **New campaign**, in 4 steps:
 - **Objective:** Awareness, Traffic, Engagement or Store visits.
 - **Audience:** countries, interests (hashtags) and placements (Spiral feed, Stories, Marketplace, Chat list, Explore).
 - **Creative:** images or video (up to 10 for a carousel), headline, text, button and destination (your profile, a post, a store, a product or a website).
 - **Preview:** daily or total budget, duration, bid per 1,000 views (CPM) or per click (CPC), and how many times a day the same person can see it.
- 4 **Submit for review:** Linework approves every ad before it runs.

For each campaign you see views, people reached, clicks and spend, and you can pause or resume it. To boost a single post, use **Sponsor post** from its ... menu: the campaign is pre-filled.

MY GROUP

Open it from the **GROW YOUR NETWORK** banner in Spiral or Menu → **My Group**.

- **YOUR INVITE:** your personal link `linework.app/join?ref=...`, with **COPY** and **SHARE**, and how many people clicked and signed up.
- **Rank:** Member, Initiate, Builder, Leader, Director, Executive, Diamond, Crown, with what you need for the next step.
- **Your network:** the people you invited, your network depth and who invited you.
- **NETWORK CHAT:** a group chat with your network.

FOUNDING AMBASSADOR

The **FOUNDING AMBASSADOR** button at the bottom of the Menu shows the leaderboard of members who bring active people to the community. Founding Ambassador status is a recognition, not a cash reward. Inviting friends also earns vLWK (see **Wallet**).