

# Online Cashback Platform

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The presented project proposes the development of an innovative online platform that allows users to receive cashback while shopping online, earn virtual coins, and participate in gamified activities. The platform aims to address two key challenges: increasing user motivation in online shopping and supporting the integration of local businesses into the digital marketplace.

The project is based on affiliate marketing, cashback models, and gamification strategies. It includes integrated features such as leaderboards, tasks, and a coin collection system designed to boost user engagement and increase time spent on the platform. The technological implementation is planned as a web-based platform using HTML, CSS, JavaScript, and a basic back-end structure developed with .NET.

This project is expected to contribute significantly to the development of digital shopping culture and foster a new form of interaction between businesses and consumers.

## References

- [1] Smith, J. & Brown, A. (2022). *Gamification in E-Commerce: Enhancing Customer Engagement*. Journal of Digital Commerce, 10(2), 45–59.
- [2] Online Resource: <https://www.shopify.com/blog/affiliate-marketing>