

Airdrops

Airdrop is an event in which a cryptocurrency developer issues free coins or tokens to a user base, sometimes as a result of a hard fork and sometimes as part of a promotion or other change in network design.

Users complete one or more online tasks to qualify for receiving the airdrop at a later date.

Airdrops are one of many ways to make money in the crypto market.

They provide users with the opportunity to earn free cryptocurrency, which may – or may not – grow in value.

For businesses, they're a marketing tool that can work wonders if used properly.

Source:

Investopedia, google, coinpaper