

THE \$175 BILLION¹ digital advertising sector continues to be plagued by bad actors, inconsistent information, and lack of transparency

COST | IMPACT

\$8.2 BILLION



FRAUDULENT TRAFFIC

ISSUE

The diagram illustrates the Ad Tech ecosystem and the issue of transparency. It shows the flow from ADVERTISER to DSP, then to EXCHANGE / SSP, and finally to PUBLISHER. A SAFETY VENDOR is also connected to the DSP. The PUBLISHER is shown with a computer monitor and a smartphone, both displaying a dollar sign and a speech bubble. The diagram highlights the lack of transparency in the Ad Tech ecosystem, with a red 'X' over the eye icon indicating a lack of visibility into the flow of traffic and revenue. A legend on the right defines the icons: Transparency (eye icon), Bot traffic (robot icon), and Limited visibility (red 'X' over eye icon).

ADVERTISER

DSP

EXCHANGE / SSP

SAFETY VENDOR

PUBLISHER

PUBLISHER

PUBLISHER

AGGREGATOR

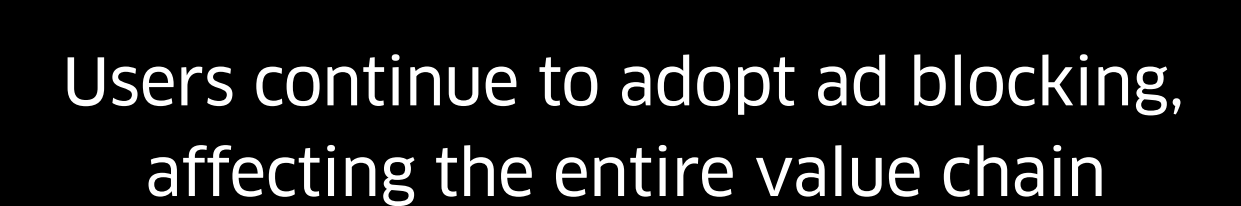
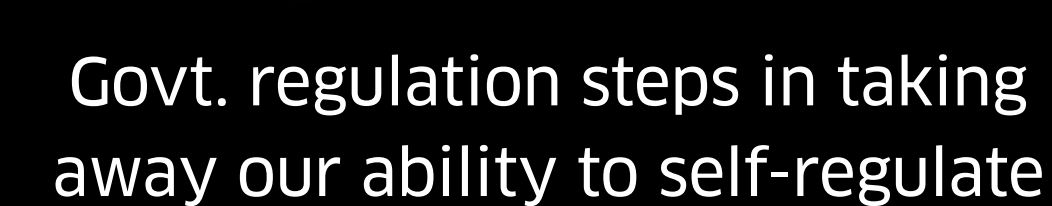
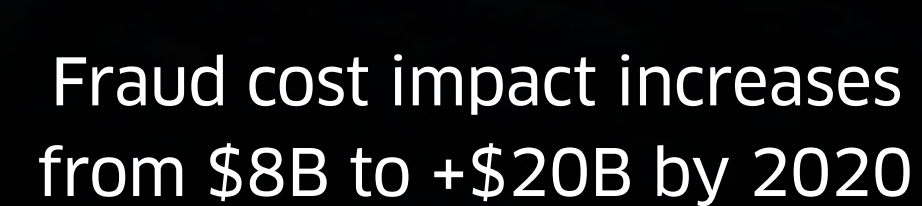
AGGREGATOR

Transparency

Bot traffic

Limited visibility

IF WE DO NOTHING?



THE INDUSTRY NEEDS AN UPGRADE!



UNLOCKING THE BLOCKCHAIN FOR DIGITAL ADVERTISING

THE SOLUTION

ADCHAIN SOLVES FRAUD,
MALWARE & LACK OF TRANSPARENCY THROUGH BLOCKCHAIN

ADCHAIN UNLOCKS BLOCKCHAIN TO MEET THE NEEDS OF DIGITAL ADVERTISING

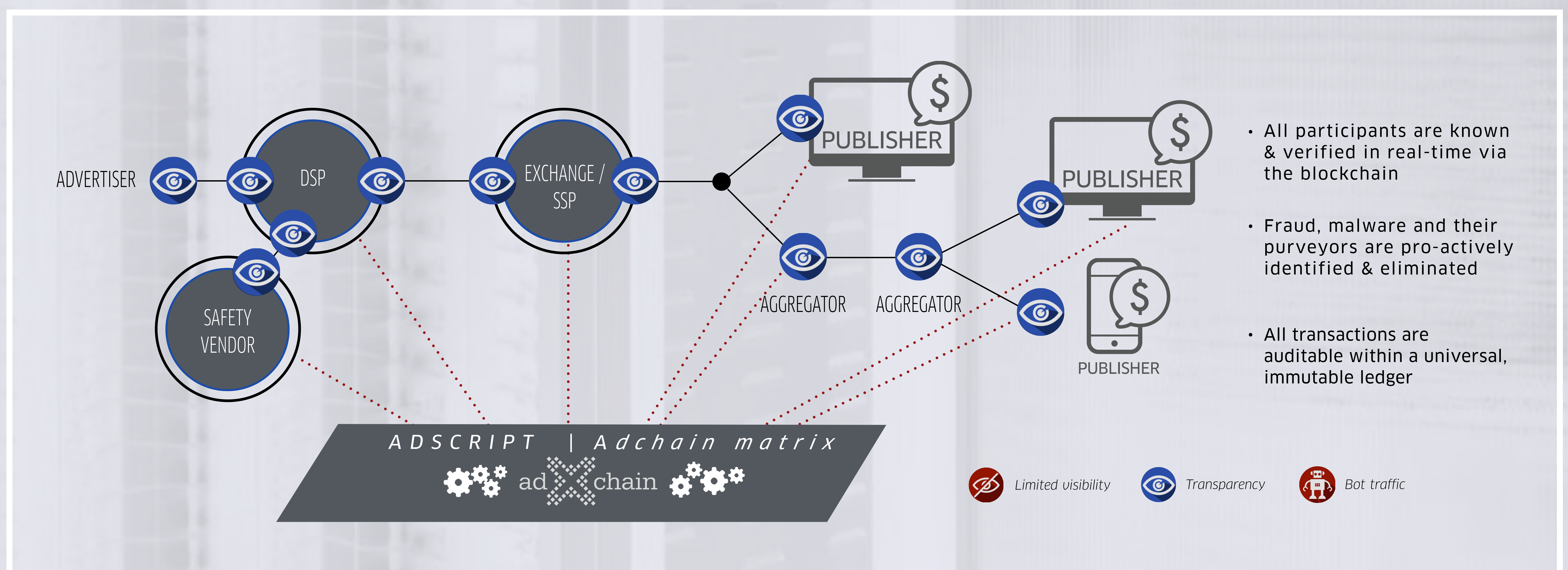
WHAT IS BLOCKCHAIN? A DISTRIBUTED AND IMMUTABLE LEDGER OF EVENTS SHARED AMONG ALL PARTIES
(THINK OF IT AS A HUGE, CERTIFIED DATABASE)

ADCHAIN ADVANTAGE

- **ADSCRIPT:** a unified, consistent blockchain language that's tailored for advertising —————> Communicate with blockchain without changing your existing systems
- **ADVERTISING MATRIX:** cryptographically secure event processing and verification —————> Execute massive transaction volume while maintaining integrity & security
- **ADCHAIN IMPLEMENTATION:** simple tracking beacons and basic scripting —————> Easy adoption (*do the things you're already doing!*)

WHAT THIS MEANS FOR YOU

ADCHAIN PROVIDES A SINGLE SOURCE OF TRUTH FOR
ALL DATA RELATED TO AN IMPRESSION



adchain
IS THE SOLUTION



Transparency &
Data Collection



Real-Time &
Actionable Results



Governance &
Enforcement



Industry Buy-in
& Adoption

TO LEARN MORE
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