



Advertising Meets Blockchain

AdEx is a decentralized advertising exchange based on blockchain and smart contracts. It brings to advertisers and publishers one crucial component that the advertising industry is lacking at the moment: **full and unquestionable transparency.**

Designed to benefit all of the participants in the advertising ecosystem - advertisers, publishers and end users alike, AdEx is the **next big disruption in digital marketing.**



ERC20 and NEO token standards supported



Crystal-clear detailed reporting



Available for **all** browsers



Focused on user **privacy**

Partners

BITMAIN



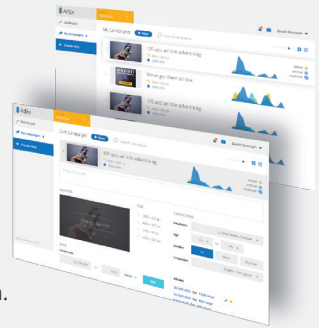
AdEx: A Decentralized Ad Network

www.adex.network
office@adex.network

Advertisers

Advertisers can purchase ad property and place bids for ads with AdX tokens. Once a bid is accepted by a publisher, the ad is published and **broadcast to end users**. The advertiser can then **check what exactly happened** to their creative and each and every ad impression, click or conversion it got.

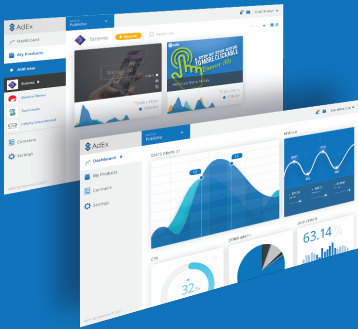
This way companies will never have to pay for invalid clicks, unverified impressions and improperly tracked conversions again.



Publishers

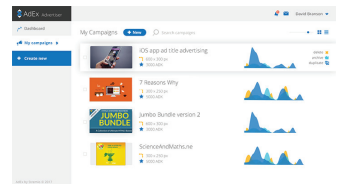
Publishers will have **full control over who and what** is advertised with them as they would have the option to accept or decline any bid placed for their ad property within AdEx.

They would only get paid after the ad delivery has been verified, which **discourages ad fraud** and questionable practices, establishing a better environment that encourages more and more publishers to participate.



End users

End users will have access to the so-called AdEx Profile - a **personalized page** where they can review, understand and **control the ads they see**. By giving control back to the user, we encourage them to share their consumer preferences so they only see ads that are relevant and tailor-made to their profile.



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