



Crest Token

A Community-Centric Token that pays
Daily Passive Income

WHITEPAPER

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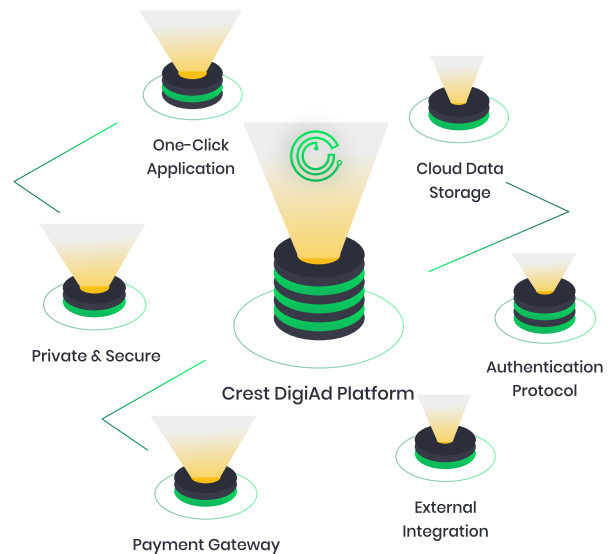
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01. Executive Summary

Crest – the brainchild of a team of online marketing and blockchain experts – is a self-sufficient, multifunctional, community-centric ecosystem built around a blockchain-based advertising platform.

The heart of the Crest ecosystem is the DigiAd Platform, which combines the advantages of an ERC-20 token, the transparency of smart-contract technology, and the power of AI. The platform is designed to run both non-crypto related campaign verticals and crypto-to-crypto related ads on the blockchain.



It enables Advertisers and Publishers/Affiliates to tap into the large crypto market and earn revenue in crypto. It allows Members - though they may not be marketing specialists - to earn passive income from the most profitable campaigns, which are chosen and managed by the platform's internal team of marketing experts. The Crest ecosystem also offers its users potential additional income sources through staking, referrals, and cryptocurrency trading.

The Crest (CSTT) Utility Token is the only payment unit accepted in the ecosystem. Arguably, the Crest token is less prone to market volatility than most cryptocurrencies as it is tied to the lucrative and evergrowing online marketing industry through an actual business application, which is utilized by a substantial global community.

There are four other components that complement, support and strengthen the Crest DigiAd Platform, adding functionality and scalability to the ecosystem. These are: Crest's Internal Exchange, which facilitates and expedites payment transactions; Crest's Crypto Trading Platform, which provides further opportunities for profit; the Crest affiliate Marketing Education System (CAMES), which helps experienced marketers hone their skills and trains members to join their ranks, thereby constantly expanding the platform's influence and market-share; and last but not least, the Community Forum, where members can interact and contribute to the decision-making process as the platform grows.

By applying the combined powers of AI and blockchain technology to the \$330bn online marketing industry, the Crest DigiAd Platform takes blockchain-based advertising into the future. Its robust and user-friendly interface is designed to serve all users – from expert marketers to members with zero marketing experience – while being profitable for all. Its viable and sustainable business model gives stability and longevity to the ecosystem and to the token.

02. The Crest DigiAdPlatform and The Online Marketing Industry

2.1.0 A highly lucrative industry

Digital advertising and online marketing are among the most important forms of marketing and advertising in today's economy. In 2017, global digital ad spending exceeded \$204bn; it is expected to reach \$330bn by 2020. Alphabet Inc. (Google's parent company) alone took more than 17% of the market – that's \$34bn in 2017.

The team behind Crest has decades of combined experience in online marketing. Their ventures attract approximately 20m unique visitors each month, generating a monthly average of \$780k. The Crest DigiAd Platform is based on their expertise.

2.2.0 The Crest DigiAd Platform makes the most of the online marketing industry

Crest DigiAd is an online marketing and digital advertising platform, designed to run both non-crypto related campaigns and crypto-to-crypto ads on the blockchain. Being a blockchain-based application, it offers the fast transactions, transparency, traceability, and smart contract technology of an ERC-20 token.

03. Why Invest in Crest Token?

Crest (CSTT) is a non-minable ERC-20 utility token built on the Ethereum smart-contract platform.

Crest tokens will be used to make payments in the Crest ecosystem, where members can fund campaigns, unlock the Crest Affiliate Marketing Educational System (CAMES), stake, and trade. They will also be used on an additional ad server platform (currently in demo/alpha), where Advertisers and Publishers/Affiliates from crypto and non-crypto related businesses will run marketing campaigns – thereby providing an additional revenue stream to the Crest ecosystem.

Crest (CSTT) is expected to have stability and capital protection as it is intrinsically tied to the lucrative online marketing industry through an actual business application, which is supported by a global community and multiple income streams.



04. Why Sign Up on Crest?

4.1.0 Anyone can earn on Crest

The Crest DigiAd Platform is designed to serve three user segments: Advertisers, Publishers/Affiliates, and anyone who signs up as a Crest Community Member.

Advertisers and Publishers/Affiliates can earn revenue in crypto, tap into the crypto market, promote crypto products amidst the various advertising bans, and earn revenue outside of the crypto space.

Community Members, though perhaps not marketing specialists, can earn passive income from campaigns, which are run by the platform's internal team of marketing experts.

4.2.0 Crest takes the guesswork out of affiliate marketing

Millions of people pursue the dream of generating passive income through affiliate marketing. However, the reality is that the overwhelming majority lacks the know-how, skills, or resources to choose the most profitable campaigns and promote them effectively. As a result, substantial returns from online campaigns are the purview of “marketing gurus” only. This is where the Crest DigiAd Platform comes in.

4.2.1 You don't have to be a “marketing guru” to earn

The Crest DigiAd Platform enables its members – although they may not be marketing specialists – to generate consistent income in this industry. How? Simply by putting their Crest tokens to work – in other words, by allocating their tokens to the most profitable campaigns running on, and funded by, the Crest DigiAd Platform. These campaigns will be selected and managed by Crest's internal marketing experts, the Ad Campaign Team. Earnings will be proportionate to the amount of Crest Tokens each member puts to work – the more you invest, the more you earn. Earnings will be paid in cryptocurrency on a daily basis.

4.2.2 Earn from the most profitable campaigns

Some of the industries that the Crest DigiAd Platform will focus on are Retail, Technology, Gaming, Financial Services, the Automotive Industry, Health, Beauty, Crypto and Blockchain. These have been shown to be the most profitable industries for affiliate marketing and digital advertising.

4.3.0 The Advantages of the Crest platform for Advertisers and Publishers/Affiliates

The Crest DigiAd Platform offers many benefits and advantages to Advertisers and Publishers/Affiliates regardless of whether they specialize in crypto or non-crypto products and campaigns. These benefits are

- The platform opens up new revenue opportunities for Advertisers and Publishers/Affiliates both in crypto and non-crypto markets.
- It enables Advertisers and Publishers/Affiliates not focused on crypto to enter the large and ever growing crypto/blockchain market.
- Amidst the advertising bans imposed by the major platforms such as Facebook, Google and LinkedIn, crypto projects (e.g. ICOs, exchanges, trading platforms, wallets, blockchain projects) can promote to a wider global audience through a network of crypto and non-crypto focused Publishers/Affiliates
- The platform enables its users to generate income in crypto.
- It allows crypto-focused Publishers/Affiliates to generate income outside of the crypto space
- The platform offers the fast transactions, transparency, traceability, and smart contracts of a blockchain-based application.

05. The Crest Ecosystem

The Crest ecosystem is built around its unique DigiAd blockchain-based advertising Platform. It is made up of five components, each one serving a distinct function. Designed to complement each other and work seamlessly together, these components are:

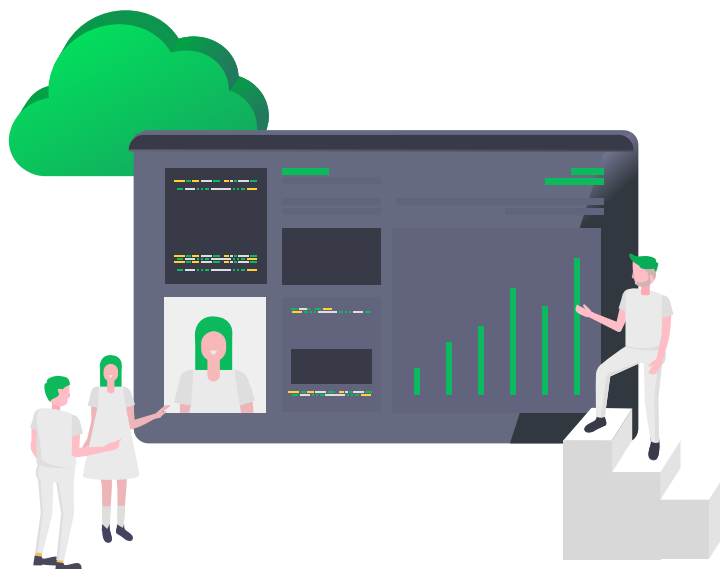
- The Crest DigiAd Platform
- The Internal Exchange
- The Crypto Trading Platform
- The Crest Affiliate Marketing Educational System (CAMES)
- The Crest Community Forum

The Crest ecosystem enables its users to earn income from ad campaigns, staking and referrals, to learn online marketing, to profit from trading cryptocurrencies, and to contribute to the growth of the ecosystem.

5.1.0 The Crest DigiAd Platform

By combining their expertise, the Crest team has developed a robust and user-friendly advertising platform composed of software and hardware elements.

The DigiAd Platform will run proprietary software on dedicated ad servers equipped with self-learning algorithms. An ad server is a piece of advertising technology (AdTech) used by publishers, advertisers, ad agencies and ad networks to collect data as well as manage and run advertising campaigns. Ad servers make instantaneous decisions about which ads to show on a particular website and then serve them.



DigiAd's intelligent ad servers uniquely identify several data points using real-time and up-to-date website tracking, as well as historical data on various devices to determine which ads to serve to a specific consumer at a specific time. For example, if Jane Doe is searching for moisturizers, the ad servers will display ads for relevant skin care products.

As with all affiliate marketing and ad monetization, the Crest DigiAd system sends unique leads to the relevant advertising offers (on the backend on the ad server), generating profit from Cost-Per-click (CPC) and Cost-Per-Action (CPA) arrangements with the advertisers.

The Crest DigiAd Platform will be divided into three main sections. Each section will be designed to serve one user-segment, i.e. Advertisers, Publishers/Affiliates, and Crest Community Members. While anyone can sign up as a member, users wishing to sign up as Advertisers or Publishers/Affiliates must meet certain criteria. Members can sign up as Advertisers and Publishers after developing their skills through the Crest Affiliate Marketing Educational System (CAMES).

5.1.1 The Crest DigiAd Platform for Advertisers

The DigiAd Platform will enable Advertisers to set up and run both non-crypto related ad verticals and crypto-to-crypto related ads within the blockchain. The process will be simple and managed through a robust and user-friendly interface. The steps to set up a campaign are as follows:

1. Enter the campaign information, such as the campaign name, the ad offer (the vertical based on the industry), the pricing model (CPC, CPA, etc.), and the advertising budget (based on the market value of CSTT, calculated in real-time on the backend API interface of Crest's internal crypto exchange).
2. Enter the ad settings. These include the target URL, widgets, filters, audience category, device, GEO, etc.
3. Enter the campaign schedule.
4. Launch the campaign.
5. Track the results.

Once a campaign is set up, it becomes visible on the DigiAd platform. Two types of users will be able to review the campaign and decide whether they wish to fund it:

- Publishers/Affiliates: Publishers and affiliates can choose from the available ads and promote the ones that are most relevant to their particular niche (e.g. the automotive industry).
- The Crest Ad Campaign Team: The online marketing professionals that make up Crest's internal Ad Campaign Team will regularly review the offers listed on the platform. They will choose the ones they consider to be the most profitable and run them on behalf of Crest community members.

- Crest's Ad Campaign Team will fund the selected campaigns with the tokens that Crest members have allocated to the DigiAd platform at that time. The combined earnings from all campaigns will be collected into a single pot and divided proportionately among those Crest members who have invested.

The Crest DigiAd Platform for Advertisers and Publishers/Affiliates will be located at www.crestplatform.com. It will have a smooth API interface with the Internal Exchange and with the Crest Members' Section on www.cresttoken.com

5.1.2 The Crest DigiAd Platform for Publishers/Affiliates

Crypto and non-crypto Publishers/Affiliates can easily subscribe to the Crest DigiAd Platform and start earning from ads displayed on their websites or traffic sources. Publishers/Affiliates will be able to run existing campaigns by completing the following steps:

1. Registering and verifying their website. This can be done either by uploading Crest's file to the root of their site or by placing a unique tag at the site's front page (further instructions will be provided).
2. Selecting the revenue model, the campaign verticals, and the topics allowed for placement on their site or traffic source
3. Selecting the parameters, such as GEO, traffic audience preference, restrictions, etc.
4. Reviewing the listings. Based on the above data, the DigiAd server will generate a drop down menu of ad offers that match the user's criteria and commercial terms.
5. Selecting the offer they want to promote.
6. Starting tracking the results as well as income.



Publishers/Affiliates will be able to track their earnings, which will be paid to them in Crest tokens (CSTT). They will then be able to reinvest their CSTT into new campaigns or exchange them for other cryptocurrencies (e.g. BTC, ETH, XMR) on Crest's Internal Exchange. They will also be able to withdraw them to any external exchange where CSTT is listed, or to an external ERC-20 compatible wallet. A third option will enable them to earn interest by staking the tokens on the Crest platform.



5.1.3 The Crest DigiAd Platform for Community Members

The overwhelming majority of Crest users will not meet the criteria to sign on as Advertisers or Publishers/Affiliates. They will benefit from the DigiAd Platform in the following way

- Earn passive income from the most profitable ad campaigns running on the platform by allocating their CSTT tokens to the promotions.
- Earn passive income from staking and the referral program.
- Access the Crest Affiliate Marketing Educational System (CAMES), which will provide training, tools, and resources to help members become skilled affiliate marketers.
- Subscribe directly to the DigiAd Platform as Advertisers and Publishers/Affiliates once they have honed their marketing skills.
- Trade cryptocurrencies on Crest's Crypto Trading Platform.



5.2.0 The Crest Internal Exchange & Crypto Trading Platform

CSTT Tokens will be the only payment unit used in the Crest ecosystem. In order to facilitate and expedite transactions, CSTT will be available for purchase and exchange on Crest's Internal Exchange along with other cryptocurrencies such as Bitcoin (BTC), Ethereum (ETH), and Monero (XMR).

Crest's Internal Exchange will communicate with the ad server, as well as with other external exchanges and trading platforms, via a customized Application Programming Interface (API). This will deliver real-time market data for transactions.

In time, Crest's Internal Exchange will be expanded into a full trading platform, where numerous cryptocurrencies can be bought and sold. Crest's Crypto Trading Platform will be equipped with features such as real-time rates, order placement, and buy/sell limits to enable crypto-investors to profit from market volatility.

Market forces will determine the exchange rate of Crest (CSTT) both on the Internal Exchange and on external exchanges/trading platforms.

5.3.0 The Crest Affiliate Marketing Educational System (CAMES)

The Crest DigiAd Platform is the brainchild of a team of online marketing experts with combined campaign revenues of nearly ten million dollars annually. The team is developing an educational system which will be available exclusively through the Crest ecosystem.

The Crest Affiliate Marketing Educational System (CAMES) will help platform users develop or sharpen their marketing skills. A valuable resource for information, education, and training, CAMES will train members to become publishers or advertisers themselves, earn income consistently, and optimize their crypto and non-crypto projects using the platform. They will learn how to develop traffic and leads, monetize websites, run effective campaigns etc.



CAMES will offer free resources and lessons, as well as advanced tools and in-depth tutorials, which will be accessed through payments in CSTT tokens.

By training users to run effective campaigns, CAMES ensures the success, stability, and longevity of the Crest DigiAd Platform. Simply put: The more users learn, the more they will earn and use the platform. As the platform attracts more users, more funds will be allocated to campaigns, thereby expanding the platform's influence in the marketplace. The Crest DigiAd Platform is poised to become a major player in the global online marketing industry, which is expected to reach \$330bn by 2020.

5.4.0 The Crest Community Forum & The Crest Cares Foundation

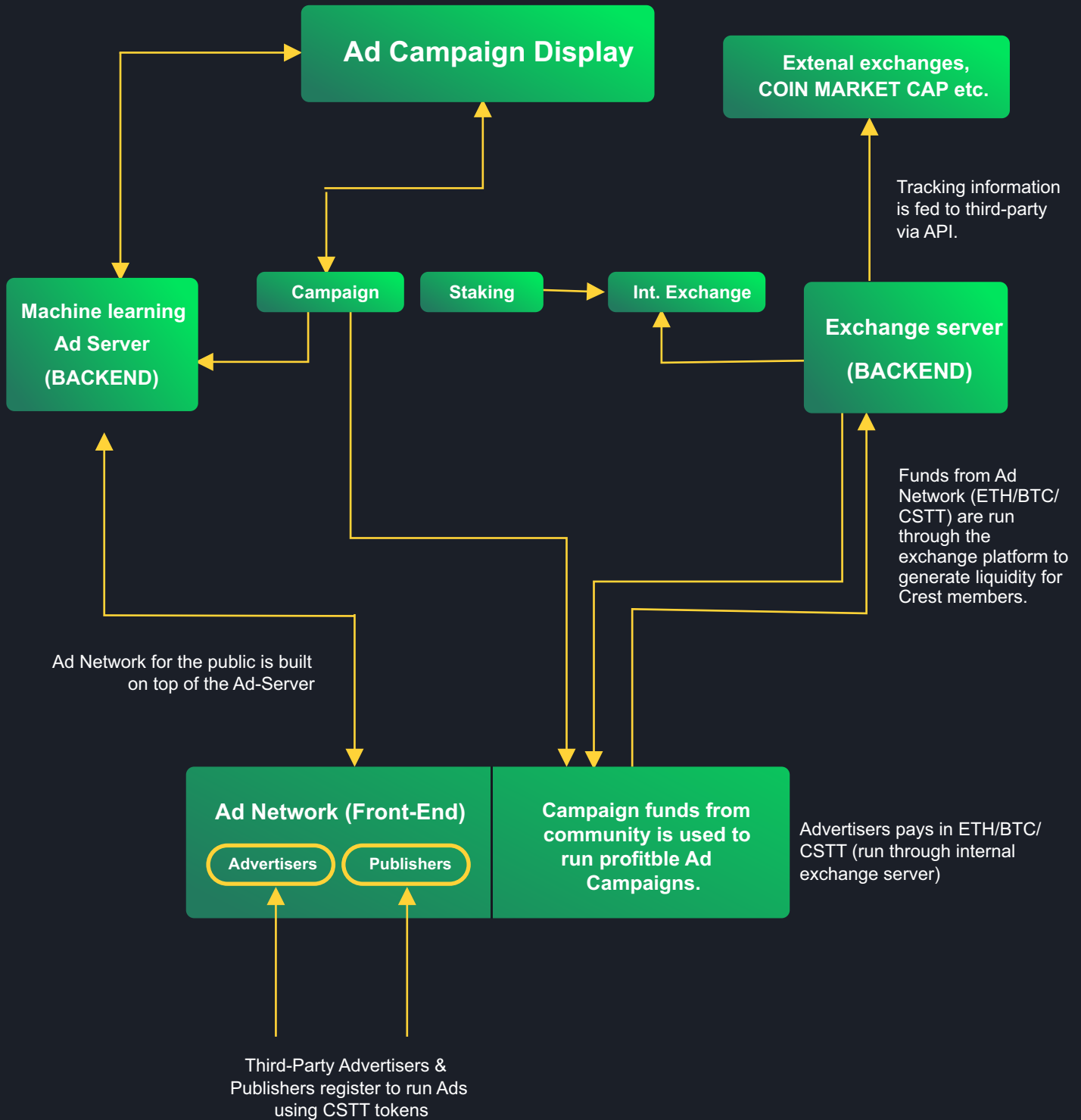
The Crest ecosystem is focused on creating and fostering values that benefit its community, where members are considered partners and stakeholders. Like on the Bitcoin Foundation and the Ethereum Foundation, members will be able to share information, discuss issues, and voice their opinions on the Community Forum.

As the Crest ecosystem continues to develop, members will have input in the decision- making process through the Community Forum.

A percentage of the net profits generated by the Crest DigiAd Platform will be allocated to the Crest Cares Foundation on a quarterly basis. The mission of the foundation will be to contribute to the growth of the global blockchain/cryptocurrency technology and community. It will support initiatives and projects that increase awareness and education, that foster innovation and development of the blockchain/ cryptocurrency industry around the world, as well as other worthy and charitable projects.

Crest members will be able to nominate and vote for the projects that they wish to see funded by the Crest Cares Foundation.

Crest Platform Interface Flowchart



06. About the Token and Distribution of Funds

Token Sale Information



● **51.20 %**
Main ICO
(6,400,000)

● **8 %**
Pre Sale ICO
(1,000,000)

● **36.80 %**
Staking Reserve
(4,600,000)

● **4 %**
Bounty Reserve
(500,000)

Our token is an ERC-20 token and will be issued via smart contracts. Ethereum (ETH), Bitcoin (BTC) and Monero (XMR) will be accepted during the ICO.

Use of Proceeds



● **25%**
Stability
Reserve

● **15%**
Development
Team

● **20%**
Marketing &
Promotion

● **15%**
Platform
Development

● **20%**
Initial DigiAd
Campaign

● **5%**
Bounty/Token
Buyback

**Stability Reserve funds will be locked up to guarantee platform stability*

***Development Team funds will be released over 12 months*

07. How to purchase Crest Tokens

An ERC-20 token, Crest (CSTT) will be issued through smart contracts.

The token can be purchased during one of the following phases:

Phase 1: Pre-ICO Sale

For a limited time, early supporters can purchase Crest tokens at the lowest possible price. Before the launch of the ICO, the price of one CSTT is \$0.25.

100% of the funding raised during the pre-ICO phase will go towards the continuous development of the Crest DigiAd Platform before, during, and after the ICO.

Phase 2: Main ICO Sale

During the ICO, tokens will be sold in 8 rounds – 800,000 CSTT tokens will be available for sale in each round.

The price of each token will begin at \$0.30 in the first round and increase by \$0.20 in each subsequent round.

The total token purchase for each investor will range between 100 and 50,000 CSTT. Every investor can purchase his/her maximum in one round, or spread across multiple rounds.

After the ICO

After the ICO, CSTT tokens will be available for sale at market price on Crest's Internal Exchange, as well as on other cryptocurrency exchanges where Crest Token will be listed.

7.1.0 Which currencies can be use to purchased CSTT?

Ethereum (ETH), Bitcoin (BTC), and Monero (XMR) will be accepted before, during, and after the ICO. No fiat currency is accepted.

08. Income Streams for Members

8.1.0 DigiAd Campaigns

This passive income stream offers the highest returns – between 1.15% and 2.25% daily for 89-179 days.

How does it work?

Members can earn consistent, passive income simply by funding the most profitable campaigns running on the DigiAd Platform. These campaigns will be selected and managed by Crest's internal marketing experts, the Ad Campaign Team.

The total revenue from these campaigns will be collected into a single pot and dispersed among the members, according to their level of investment. In other words, each member's earnings will be proportionate to the number of tokens they have put to work. The more they invest, the more they will earn.

Depending on their ad-spend, members can consistently earn between 1.15% and 2.25% daily consistently for 89-179 days. The initial ad-spend is included in the daily payout.

Earnings will be paid to members in CSTT on a daily basis.

**Kindly note that your initial capital release is inclusive in the daily payout return.*

8.2.0 Internal Exchange* – Crypto Trading Platform

CSTT token holders can profit by buying and selling their tokens on the internal and external crypto exchanges.

- The Crest Platform will not manipulate trading activities on its internal exchange. The true value of CSTT will be determined by market forces (supply and demand).

8.3.0 Staking Income

What is staking?

Staking means earning interest from holding tokens without selling them or using them in transactions for a period of time.

Staking allows Crest token holders to earn passive monthly dividends in the form of CSTT tokens. They simply deposit a number of tokens in their “Staking Wallet” on their dashboard for a period of time, during which they collect interest – much like a term deposit at a bank.

10 days after the day the deposit is made, the tokens will begin to accrue interest, which is paid in CSTT. The interest can go as high as 10% in 30 days (approx. 0.33% daily).

Staking can be cancelled at any time – the tokens are not locked in. If the stake is cancelled within the first 10 days and the tokens are moved from the “Staking Wallet” into a standard wallet, zero interest will be given to the staker. If the stake is cancelled on the 11th day, for example, then only 0.33% interest will be given.

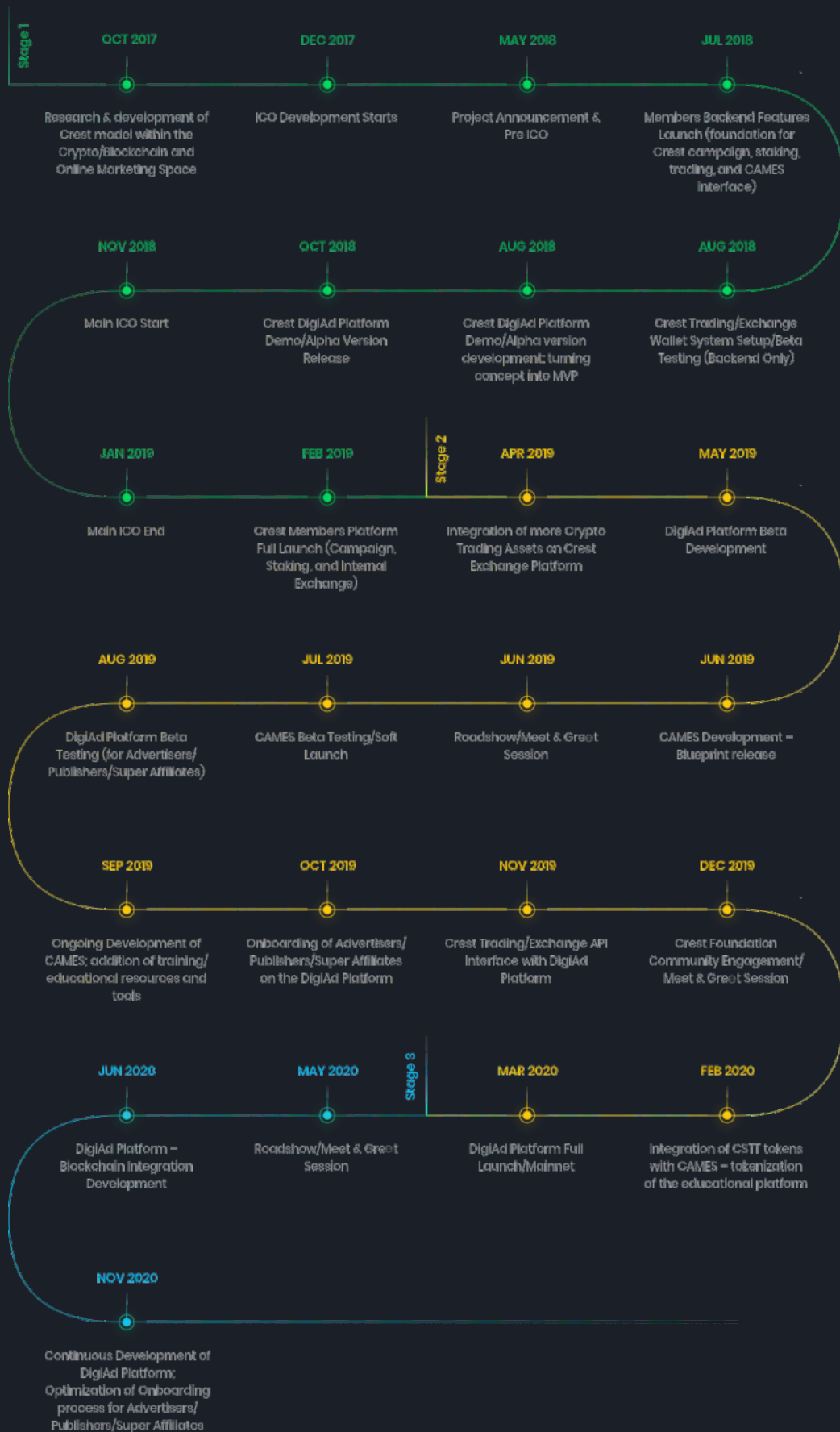
Beyond offering Crest members a passive income stream, staking also helps stabilize the platform just like Proof-of-Stake (POS) and Proof-of-Work (POW) do on other blockchain/crypto platforms.

8.4.0 Referral Program

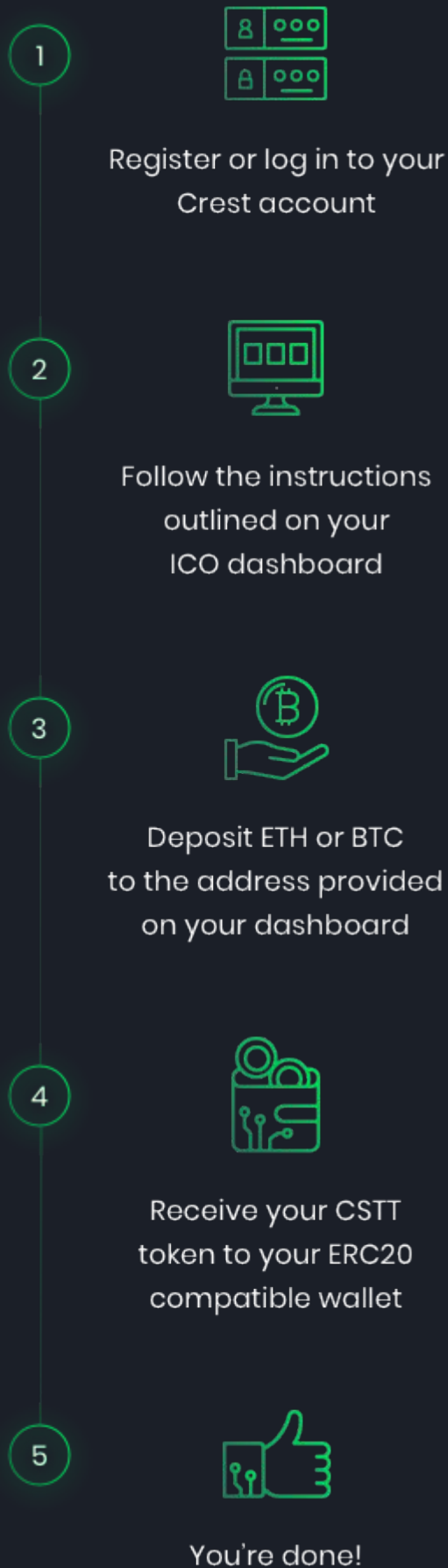
The Crest DigiAd Platform offers a generous and fair referral system to generate additional income for its members.

Members can earn 10% of the campaign funds that anyone they refer spends during and after the ICO. For example, if a person buys 100 tokens using the member's referral link, 10 CSTT tokens will be deposited automatically into the member's Crest wallet.

09. Roadmap



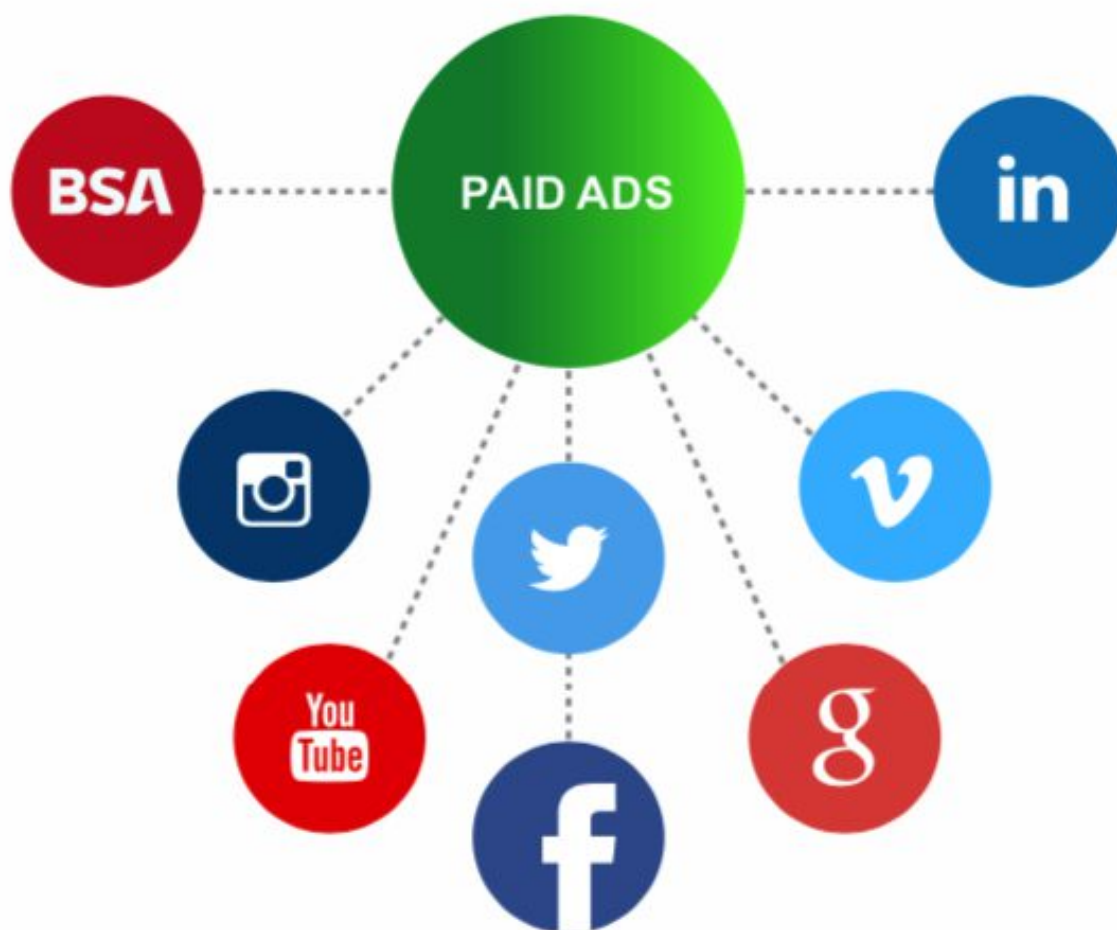
10. How to Participate in the ICO



11. Promotion of the Crest DigiAd Platform

The Crest team will embark on a vigorous marketing campaign, which will begin during the Pre-ICO Sale phase and continue until the platform is fully functional and beyond.

20% of the funds raised during the ICO will be allocated solely to the marketing and promotion of the platform. This will not only increase and maintain the visibility of the platform, but also attract new members on a daily basis. The platform is expected to grow to over 250,000 members within the first 90-120 days after its full launch.



12. The Benefits of Being a Crest Member

Whether a user signs on as a Member, Advertiser, or Publisher/Affiliate, the benefits are not only financial and professional; Crest members are part of a global community whose shared objectives and pooled resources position it well to be able to become a true influencer in the online marketing industry

The financial and professional benefits are: earning passive income from funding campaigns, staking, and referrals; receiving training in online marketing, thereby unlocking other self-directed revenue opportunities on and off the platform; profiting from market movements on the internal Crypto Trading Platform; profiting from holding CSTT tokens as their value grows over time.

The benefits of joining a global community are: participating in a business network where members with similar interests and objectives connect, interact, and collaborate; being part of a massive business ecosystem with a say in its future.

13. Continuous Development of the Crest DigiAd Platform

Many short-term and long-term plans are being developed that will give stability, longevity, and scalability to the platform.

The initial focus is to establish a solid and profitable advertising platform with a strong membership base. Once this is achieved, the next steps will be implemented. These include but are not limited to:

1. The implementation of the full Crest DigiAd Platform for Advertisers and Publishers/Affiliates to run ads using CSTT tokens.
2. The promotion of hundreds of ad offers with an ad-spend target exceeding \$100m within the first year of full platform functionality.
3. The on-going development of the Crest Affiliate Marketing Educational System (CAMES).
4. The expansion of the Internal Exchange with the capability of trading CSTT tokens with the top 10-50 cryptocurrencies on CoinMarketCap.

14. The Crest Team

During and after the ICO, we expect the Crest team to grow rapidly.

It will include:



**Blockchain and Web
Developers**



**Online Marketing
Experts**



**Social Media
Marketing Experts**



AI Programmers



Data Analysts

Our Team



Ben Sanders

CEO



Ben is an entrepreneur with a background in sales and online marketing. He graduated from the University of Leeds and began his professional career in sales at Virgin Active and Sky.

In the past eight years, Ben has successfully run several online marketing businesses across twelve countries. He has promoted for several major US-domiciled companies as an affiliate marketer, building their customer base, and generating millions of dollars in revenue. His main marketing niche has been Health and Fitness, as well as MMO offers.

Some of the affiliate networks that Ben has partnered with to build several online ventures include ClickBooth, W4, CPA Way, and ClickSure.

Ben bought his first bitcoin some years ago at under \$200. A seasoned cryptocurrency and ICO investor, he has participated in more than 40 top-rated ICOs.

Ben's goal is to help over one million people become financially independent through decentralization, blockchain technology, and the \$300bn online marketing industry.



Aleksandar Djordjevic

Senior Software Developer



Aleks is a senior software developer with deep experience in blockchain technology. Over the past few years, he has co-founded several blockchain DApp projects, including Mirror Code and DiscoverBlockchain.

Passionate about the blockchain industry, Aleks is always staying abreast of advances, developing new skills, and acquiring further knowledge. At present, he uses web development tools and front-end technologies for mobile and web development. He works as a senior web/mobile front-end developer on projects related to mobile apps and web, blockchain, DApps, and crypto-related development.

Our Team



Nihal Patel

Blockchain Developer



Nihal is a blockchain developer proficient in the Ethereum platform. He specializes in producing efficient smart contracts.

A team player, Nihal has worked on several blockchain projects, with a focus on smart contracts and other blockchain-based development work.



Angela Brasington

Senior Marketing Strategist



Angela is the CEO of Anje Studios and an accomplished executive with deep knowledge of the digital marketing space. With over ten years experience in both e-commerce and brick-and-mortar businesses, including her own clothing line, she expertly steers up-and-coming brands through the digital landscape.

Her goal is to cultivate a dominant online presence and promote genuine interest in companies which are worth the hype. Angela produces compelling content that resonates with audiences and develops a loyal customer base.



Dean M. Lapinid

Lead Community Manager



Dean is a lead community manager with a wide-ranging experience in managing communities for some of the biggest ICO projects.

A community management expert, growth hacker, and crypto advisor, Dean is part of a team that raised over \$74m for more than ten projects. With his "handcrafted 24/7 service," he is able to handle anything from massive workloads to simple one-time engagements. He has worked with all-star teams like Bezant, Lendingblock, and EOS Ignite.

Our Team



Chad Copeland

Creative Designer



Chad is a forward-thinking innovator with a passion for cutting-edge design. As a branding and design analyst, his mission is to deliver simple yet powerful messaging and design across a range of platforms and media.



Alexander Harling

Business Dev. Manager



Alex thrives helping companies determine where they want to be, mapping the way, and reaching the goal. He looks at each goal with fresh eyes to identify a company's unique business goals and create a roadmap of diverse digital strategies tailored to those objectives. To build long-lasting relationships, Alex evaluates resources, assesses needs and strategizes opportunities to bridge the two. He prioritizes creative problem solving over packaged-service pitching and works quickly to adapt strategies in the rapidly evolving digital landscape.



Dennevhyn Capina

Social Media Manager



Dennevhyn is an experienced and creative graphic designer who specializes in social media and digital marketing. He is responsible for the coordination and management of all Crest's social media accounts, making sure our goals and objectives are attained by implementing strategies that work.

15. Disclaimer

This whitepaper has been prepared to present the Crest DigiAd Platform to potential members and those willing to contribute to its development. CSTT Tokens are not intended to constitute securities in any jurisdiction. The whitepaper does not constitute a prospectus or offer document of any kind.

The Crest team is dedicated to delivering on every item listed in this whitepaper. However, due to the volatility of cryptocurrencies, we encourage participants to make their own assessments and decisions on the information provided.

Contributions in exchange for CSTT tokens are final and non-refundable. It is the sole responsibility of participants to analyze the company and its proposal before acquiring CSTT Tokens.

This whitepaper document is not composed in accordance with, nor is it subject to, any laws or regulations of any jurisdiction aimed at protecting contributors.

We reserve the right to introduce changes to this whitepaper at any time. Only the latest version of the whitepaper published on the www.cresttoken.com website shall be valid. All previously published versions will be considered invalid.

16. Glossary

Ad server

An ad server is a piece of advertising technology (AdTech) used by publishers, advertisers, ad agencies, and ad networks to collect data as well as, manage and run advertising campaigns. Ad servers make instantaneous decisions about which ads to show on a particular website and then serve them.

Affiliate marketing

A marketing arrangement by which an online retailer pays a commission to an external website for traffic or sales generated from its referrals.

AI

Artificial Intelligence

API

Application Programming Interface.

Blockchain

An online management system which stores information on all cryptocurrency transactions.

BTC

Bitcoin

Campaign vertical

A vertical marketing strategy with a narrow focus on meeting the needs of a specific target audience

CoinMarketCap

[CoinMarketCap.com](https://coinmarketcap.com) is a website for tracking capitalization of various cryptocurrencies.

CPA

Cost-per-action (CPA) is an online advertising pricing model where the advertiser pays for a specified action, e.g. a sale, click, contact request, registration, etc.

CPC

Pay-per-click is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher when the ad is clicked.

CSTT

Crest Token

ERC-20 Token

ERC-20 is a technical standard used for smart contracts on the Ethereum blockchain for implementing tokens. ERC stands for “Ethereum Request for Comment,” and 20 is the number that was assigned to this request.

ETH

Ethereum

GEO

Geolocation

ICO

An Initial Coin Offering (ICO) is the crowdfunding stage, during which new tokens or coins are offered in exchange for stable cryptocurrencies.

POS

Proof-of-Stake is a way to validate transactions based on the distributed consensus. Unlike Proof-of-Work, where the algorithm rewards miners who solve mathematical problems with the goal of validating transactions and creating new blocks, with Proof-of-Stake, the creator of a new block is chosen in a deterministic way, depending on its wealth, also defined as a stake

POW

Proof-of-Work is a piece of data, which is difficult to produce, but easy for others to verify. Such proofs enables miners to create blocks. Producing Proof-of-Work can be a random process therefore much trial and error is required before a valid proof is generated.

Smart contract

A smart contract is a computer protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a contract. Smart contracts allow the performance of credible transactions without third parties. These transactions are trackable and irreversible.

Staking

Staking means earning interest from holding tokens or coins for a period of time.

XMR

Monero

Contacts



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