

AdSpruce unveils their blockchain-enabled ad tech platform AdsDax

Global advertisers and publishers are lining up to leverage the rich-media advertising platform that uses blockchain to combat fraud and mass inefficiency in the digital advertising ecosystem.



Swansea, Dec 19, 2018 (Issuewire.com) - Mobile video advertising platform AdSpruce has announced the launch of a beta version of its blockchain-enabled marketplace to create, buy and sell advertising at low fees. The revolutionary end-to-end rich-media advertising platform, named AdsDax,

successfully launched in November 2018 after a year of R&D. The unique ad platform solves the transaction-per-second and scaling issues presented by past blockchain-enabled advertising.

AdsDax successfully launched in November 2018. Created by a UK-based team, the AdsDax team are long-time digital advertising technologists, with offices in Mumbai and Jakarta. AdsDax is changing the way we create, buy, sell and consume advertising. The AdsDax platform will make the global advertising industry safer, fairer and more rewarding for everyone.

Today the AdsDax platform receives over 300 million ad requests every month with booked campaigns from some of the world's biggest brands, including 25+ of the Advertising Age top 100 brands and 30+ of the Interbrand top 100 brands. Advertisers are now able to target relevant consumers. Publishers are able to fill their ad spaces quicker. And consumers will be rewarded for sharing their data and viewing ads.

For AdsDax, the ability to leverage blockchain technology comes as an expansion to their existing rich-media advertising platform. AdsDax is now being rolled out to select partners in the industry.

CEO Ian Mullins stated: "For advertisers, the ad industry is rampant with middle-men who clog up the landscape; ad fraud runs unchecked and is reaching epidemic levels while non-viewable and non-brand safe content permeates through a large portion of today's ad inventory. Publishers are forced to rely on ad tech vendors who require multiple companies to deliver, execute and track ads while a small number of large centralised companies dictate how publishers distribute and monetise content on their platforms. Through all of this, consumers, the lynchpin of the advertising sphere, go unrewarded and undervalued for the part they play in the advertising industry. Decentralised technologies, combined with incentive-centered design and the continued rapid adoption of smartphones in emerging markets with increasing bandwidth speeds, has created opportunities to reinvent the digital advertising industry with a simple, transparent business model that respects and rewards the consumer."

The AdsDax solution is to create a decentralised, hyper-efficient advertising ecosystem which enables co-creation and provides tools for participants and communities to take back control of advertising.

AdsDax has long recognised the need for an alternative use of technology to facilitate a more open, unified and transparent ecosystem that is fair to all participants. The AdsDax vision for a new ecosystem is a unified platform that facilitates all aspects of advert creation, campaign delivery, traffic and content verification and optimisation with transparent reporting and costs. AdsDax is a platform that allows all participants to benefit from the money that is currently wasted through middlemen and instead rewards consumers and incentivises participants to create more engaging and relevant ad experiences.

AdsDax intends to create a decentralized ecosystem for rich-media advertising that uses blockchain technologies to reward consumers, publishers, master nodes, creatives and developers.

AdsDax are now looking for private investment so they can onboard their global network of advertisers and publishers during 2019.

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About AdsDax

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The founding team started as Yamgo, a mobile-oriented content provider which monetised video on mobile. At Yamgo, we saw the problems content owners had monetising their content. We evolved into AdSpruce and worked to solve the problems of monetisation for content owners, enabling them to monetise video and display inventory. Through AdSpruce, we developed an end-to-end video advertising platform working with 25+ of the world's top 100 Ad Age brands.



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Source : AdsDax

See on IssueWire : <https://www.issuewire.com/adspruce-unveils-their-blockchain-enabled-ad-tech-platform-adsdax-1620283825235996>