

AdWatch UK launched by Lancelot Media London

to certify advertising campaigns and protect ad budgets using Blockchain



England, London, Sep 23, 2021 ([Issuewire.com](https://www.issuewire.com)) - AdWatch UK was launched by Lancelot Media London to certify advertising campaigns and protect ad budgets using Blockchain

AdWatch has selected Lancelot Media London as its sole UK distributor and launch partner, due to the martech specialists' track record in helping tech companies take off in Britain over the past six years.

Spanish **brands and agencies** are using **this** Blockchain technology to certify advertising campaigns and protect ad budgets, directly addressing the existing gaps in integrity checks and data processing.

The AdWatch platform is now officially gone in restricted release in the United Kingdom until early 2022, Lancelot Media London will work alongside a select few UK-based media agencies with the shared goal to eliminate ad fraud. It is said that Lancelot will launch AdWatch to secure and analyse digital campaigns for clients.

While there has been vast growth in the world of Blockchain technology over the past few years, the same cannot be said of the advertising sector. In fact, advanced Blockchain tech has only just been adopted in the ad space, **especially public blockchain use-cases**.

However, the increase in digital advertising investment comes with it a more intense need to monitor and analyze any potential fraudulent threats. This global movement requires trust and transparency, two things in demand from modern-day companies.

The Blockchain technology **developed** by AdWatch **guarantees** transparency and traceability, by **introducing encryption** at the advertising source. The resulting tags can then **be followed and analysed, throughout the ad journey**, all the way to the destination, before being verified and launched. Essentially, this provides complete control and clarity. After the launch, the subsequent data can be encrypted and stored on the blockchain, ensuring it remains safe and secure.

Richard Parboo, CEO of Lancelot Media London, said: *"Our clients' sentiments around ad fraud range from concern to exasperation. So, this alliance with AdWatch to incorporate blockchain technologies and AI into their campaigns makes sense. The timing is most opportune too, as our clients, like most businesses, have been hard hit by the pandemic and urgently need to see increases in ROI against their ad spend. Leveraging Blockchain technology to reduce losses due to ad fraud will have a positive impact on advertisers & brands, additionally media agency buying teams."*

Jose Luis Casado, CEO of AdWatch, added: *"This technology is here to stay. In Europe, we have effectively demonstrated that this innovative mix of blockchain and AI approaches throughout the full ad journey provides the traceability demanded by digital advertising globally."*

The Volvo XC90 2019 model represented AdWatch's launch case and, ultimately, its success story. The

AdTech company teamed up with Mindshare and Xaxis to create a new and specialised method to push sales.

Earlier this year, Spain's first independent Media Agency, Equmedia, teamed up with AdWatch to move to the forefront of transparency and ad fraud elimination.

Celia Caño, CEO of Equmedia, said: *"This alliance with AdWatch for the incorporation of blockchain in campaigns provides maximum transparency and security in all processes, in an increasingly complex digital ecosystem."*

Lancelot Media London **hopes to achieve similar** success to Equmedia in the UK.

About Lancelot Media London

Lancelot Media London, is a leading media consultancy, enabling martech companies to expand into UK/Europe and achieve faster traction, revenue, and localised growth.

Lancelot Media London has offices in London, Lisbon, Portugal, and New York.

Since launching in 2014, Lancelot Media London has worked with over 40 martech clients to facilitate their European market entry. Initially focused purely on being a media/data agency, providing senior resources, pipeline & architecture, Lancelot Media London's offering has developed into that of a strategic partner enabling clients to build commercial traction in the world's largest digital advertising economies, faster and with considerably less risk.





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