

**BRANDVERTISOR:
DECENTRALIZED ADVERTISING
MARKETPLACE**

**BRAND TOKEN:
ETHEREUM SMART CONTRACT**

PUBLISHER

Single Lifetime Profile in Marketplace = single Block in the Blockchain = #Address

WEBSITE: brandvertisor.com/website/CNN.com = CNN-pub-website-#Address
 APP: brandvertisor.com/app/gameX.app = gameX-pub-app-#Address
 Influencer: brandvertisor.com/influencer/Gary-Vee = Gary-Vee-pub-Influencer-#Address
 Network: brandvertisor.com/network/GDN = GDN-pub-Network-#Address
 AR/VR: brandvertisor.com/AR/GlassesY = GlassesY-Pub-AR-#Address
 IoT: brandvertisor.com/IoT/RefrigeratorX = RefrigeratorX-Pub-IoT-#Address

Service/Solutions/AdTech Providers: Brandvertisor.com/Service/Solution/AdTech/AppNexus =
 * AppNexus-service-programmatic-#Address
 * AppNexus-solution-RTB-#Address
 * AppNexus-AdTech-Header-Bidding-#Address

Block content storage:

Merkle tree of Publisher name & publisher type ?
 * CNN-Publisher:Website-#Address

STATIC AGGREGATED/IN-HOUSE DATA:

I. Merkle of Public Gathered/Aggregated Data:

1. Rankings & Traffic Statistics:
Alexa, Quantcast, SimilarWeb, SemRush, Majestic
2. Competition analysis:
WhatRunsWhere, SpyAds, iSpionage, Compare Ads, AdBeat

II. Merkle of 3rd Party Data:

1. Publisher 1st Party synchronized Data:
* Google Analytics, Piwik etc.,
* existence RTB infrastructure > SSP, Header Bidding Data
2. API access to:
* Major DMPs, SaaS Tools & Traffic Analytics Data providers access
* Programmatic networks
3. ADS.TXT Data:
Publisher IDs Validator & Aggregator
4. Post-cookies advertising: by IP audience & interests targeting DMPs

III. Merkle of Global API Standardization Data of Ad Delivery infrastructures/ecosystems: (PUBLIC API STORED/MANAGED ACCESS & PARTICIPANTS VERIFICATION)

ADTECH INTEGRATION WITH BLOCKCHAIN INFRASTRUCTURES:

1. Global API Standardization: AdTech crossing Blockchain infrastructures:
* Major AdTech high frequency ad delivery providers:
AppNexus, GDN, OpenX etc.
* AppNexus-AdTech:HighFrequency-#Address
* Major Blockchain AdTech high frequency ad delivery /click fraud providers:
Papyrus.global, Adex, AdToken, Xchange, Aetherium, Hashgraph

IV. 1st Party Brandvertisor Marketplace Data:

1. Campaigns Data:
A.) DSP White Label Provider Campaign Data:
* Impressions, Clicks, Conversions
* Rates: CPM, CPC, CPA, CPS
* Campaign analytics: CTR, ROI
B.) Open Source Header Bidding in-house Campaign Data:
* Impressions, Clicks, Conversions
* Rates: CPM, CPC, CPA, CPS
* Campaign analytics: CTR, ROI
2. Blockchain Transaction Data:
A.) DSP Providers Transaction Data:
* Payment
* Transaction details: when, how much, each middlemen party accepted answers/got paid etc
DSP > Programmatic Network > SSP > Publisher
B.) Open Source Header Bidding in-house infrastructure:
* Payment
* Transaction details: 2 sides accepted
Advertiser > HB in-house 7 % > Publisher
3. Open channels & Oracles Data:
* Accepted Answers: accepted transaction, enough ad inventory, accepted CPM rates etc.
* Unaccepted Answers: higher bidding by else participant, not enough inventory, wrong audience, different contextual interests etc.

V. Merkle of Transactions based Feedback / Reviews:

1. After finished transaction:
* Advertiser feedback for publisher traffic performance with > 4 ratings based on:
Support, traffic quality, speed of delivery, audience targeting report, future cooperation interest? etc
> Text written review
* Publisher feedback for advertiser performance:
> ratings based on:
communication, advertiser creatives targeting, audience matching, future cooperation interest?
> Text written review

DYNAMIC ACTIONABLE DATA:

1. Merkle of in-house Cross-matched & Machine Learning = Executable Data
1. Cross-Matched synchronized data from multiple sources for same Publisher:
* Categories Cross-Matching: Alexa/iAB advertising categories/SimilarWeb/SemRush
* Alexa Ranking <-> Internal Brandvertisor Users/Moderator Ranking <-> SimilarWeb Ranking
* DMP data for PublisherX Audience <-> Alexa/SimilarWeb PublisherX Audience
* Multiple 3rd Party PublisherX Audience/Conversion/ROI <-> Internal campaigns for PublisherX Vertical * ROI
2. Simplify decision making /advanced search/ process:
* By Vertical: Cross-matching and algorithms organized >> clarify the ecosystem by industry
* By Audience: Best monetization for that Audience/ Best Verticals for that Audience
* By Ad Delivery: Quality of Traffic & Price comparison
3. Actionable Data processing:
*** Cross matching Vertical Audience/Vertical Creatives formulas + constant machine learning algorithms > constant ecosystem clarity and growth of the value delivery players.

TRANSACTION

Transaction Marketplace Steps:

I. ADVERTISER Browse Context Categories with Publishers Contextual Search Engine with Publishers Tags (Startup magazines, beauty blogs, crypto influencers)

II. Contextual listings with Publisher Profiles:

1. Sort by traffic rankings:
Alexa, Quantcast, Brandvertisor moderator, Brandvertisor advertisers ranking
2. Sort by Audience:
* Sex, Age, GEO, Language

III. Browse Profile:

1. Traffic Statistics & Rankings
2. Competition Analysis
3. AdTech Infrastructures comparison:
* DSP Pricing comparison
* Header Bidding deals
* DSP vs Header Bidding RTB comparison

IV. Brandvertisor Ad Delivery Dashboard:

1. Infrastructure & Integrations:
* White Label DSP or Brandvertisor In-House DSP
* Publisher Header Bidding/SSP Infrastructure
* Brandvertisor In-House Header Bidding solution

V. Brandvertisor cross-advertising-data campaigns data:

1. Campaign process:
Campaign details > DMP > Programmatic Networks/SSP > Clickfraud > Brandvertisor Dashboard campaign CTR, ROI storage

VI. Transaction/Campaign Feedback & Review made by Advertiser:

1. Advertiser feedback for publisher traffic performance with > 4 ratings based on:
Support, traffic quality, speed of delivery, audience targeting report, future cooperation interest? etc
> Text written review

VI. Transaction/Campaign Feedback & Review made by Publisher:

1. Publisher feedback for advertiser performance:
> ratings based on:
communication, advertiser creatives targeting, audience matching, future cooperation interest?
> Text written review

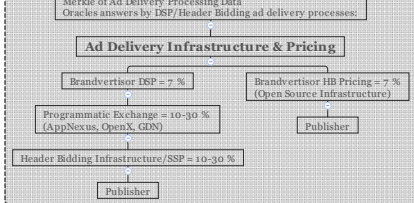
VIII. Advertisers / Publishers ratings/rankings:

1. Public ratings from KNOWN Name-Pub/Adv Type-#Address
Public Ratings will bring trust like in Facebook likes/shares by known friends/partners
* Advertisers rate Publishers
* Publishers rate Advertisers
* Advertisers rate Service/Solutions Providers
* Service/Solutions Providers rate Publishers
* Publishers rate Solutions Providers

IX. GAMIFICATION:

1. Transactions Marketing:
Name-based-#Addresses will bring interest in both Advertisers and Publishers to process better quality traffic/ROI campaigns and to decentralize their contracts.
CNN-website-#Address <-> McDonalds-Brand-#Address
CNN-website-#Address <-> Small_Brand-Brand-#Address
CNN-website-#Address <-> Small_Brand-Brand-#Address
2. Long term & Loyalty partnerships discounts:
order 1 > order 2 (10 %) > order 3 (12 %) > order 3 (free service) etc.
3. Marketplace & Token Ratings & Rankings publicity & constant status updates gamification:
* More ratings > more #Address awareness > more clients > more ratings

Merkle of Ad Delivery Processing Data: Oracles answers by DSP/Header Bidding ad delivery processes:



ADVERTISER

Single Profile in Marketplace = single Block in the Blockchain = #Address

Marketer-Media Buyer: brandvertisor.com/marketer/Neil Patel = Neil-Patel-#Address
 Agency: brandvertisor.com/agency/Publicis = Publicis-#Address
 Brand: brandvertisor.com/brand/Unilever = Unilever-#Address
 Influencer as advertiser: brandvertisor.com/adv/influencer/Gary-Vee = Gary-Vee-adv-#Address??
 AdTech Partnerships: brandvertisor.com/adtech/AppNexus = AppNexus-Adtech-#Address
 Ad Networks: brandvertisor.com/networks/GDN = GDN-adv-#Address

Block Content Storage:

Merkle tree of Advertiser name & publisher type ?
 * McDonalds-Advertiser-Brand-#Address

STATIC AGGREGATED/IN-HOUSE DATA:

I. Merkle of Public Gathered/Aggregated Data:

1. Public Research listings of marketing/advertising Services & Solutions Providers:
* Yearly prognosis & rankings providers, Luna Partners, Forrester, Nielsen, iAB rankings etc.
2. Brands Research Data:
* Brand competitive analysis, yearly reports, selling countries coverage, local competition etc.
3. Brand Social influencing:
* RxC: Twitter, Facebook, blogs content analysis / curated content trend/
* B2B: LinkedIn employees analysis
4. Brand Industry Analysis Public Data:
* Industry leaders research yearly reports, country industry researches survey and research reports
* Industry Trends & Best Practices:
* Follow & analyse industry experts CMO, CEO, COO, industry leaders interviews, industry leaders surveys
5. Matching by public suggested best marketing/advertising practices:
* Brandsafe ads.txt Native Ads, curated content, programmatic influencers advertising, advertorials etc.

II. Merkle of 3rd Party Data:

1. Advertiser 1st Party synchronized data:
* Google Analytics,
* existence RTB infrastructure > Brand DSP/ Agency / Brand Advertising Standards (creative, content)
2. API access to:
* Salesforce, CRM marketing automation, data management tools synchronized with GDPR
* Programmatic networks
* SaaS, Tools, Solutions providers
3. Ad /Programmatic/ Networks:
Advertising accounts synchronization

III. Merkle of Global Brand/Industry API Standardization Data:

1. Global Brands standards
2. Industry b2b infrastructures API standards
* iAB advertising Categories & creative formatting

IV. 1st Party Brandvertisor Marketplace Data:

1. Campaigns Data:
A.) DSP White Label Provider Campaign Data:
* Impressions, Clicks, Conversions
* Rates: CPM, CPC, CPA, CPS
* Campaign analytics: CTR, ROI
B.) Open Source Header Bidding in-house Campaign Data:
* Impressions, Clicks, Conversions
* Rates: CPM, CPC, CPA, CPS
* Campaign analytics: CTR, ROI
2. Blockchain Transaction Data:
A.) DSP Providers Transaction Data:
* Payment
* Transaction details: when, how much, each middlemen party accepted answers/got paid etc
DSP > Programmatic Network > SSP > Publisher
B.) Open Source Header Bidding in-house infrastructure:
* Payment
* Transaction details: 2 sides accepted
Advertiser > HB in-house 7 % > Publisher
3. Open channels & Oracles Data:
* Accepted Answers: accepted transaction, enough ad inventory, accepted CPM rates etc.
* Unaccepted Answers: higher bidding by else participant, not enough inventory, wrong audience, different contextual interests etc.

V. Merkle of Transactions based Feedback / Reviews:

1. After finished transaction:
* Advertiser feedback for publisher traffic performance with > 4 ratings based on:
Support, traffic quality, speed of delivery, audience targeting report, future cooperation interest? etc
> Text written review
* Publisher feedback for advertiser performance:
> ratings based on:
communication, advertiser creatives targeting, audience matching, future cooperation interest?
> Text written review

DYNAMIC ACTIONABLE DATA:

1. Merkle of in-house Cross-matched & Machine Learning = Executable Data
1. Cross-Matched synchronized Public & Tools/Solution Providers Data:
* Category/Vertical Public Data *DMP Data *CRM Data
2. Simplify decision making /advanced search/ process:
* Public Research Report *Salesforce* Programmatic Network Campaign Data
3. Actionable Data processing:
*** Cross matching Vertical Audience/Creatives formulas + constant machine learning algorithms > constant ecosystem clarity and growth of the value delivery players.
4. Global Brand > Localization Solutions Providers & Agencies
* Suggested partnerships per Vertical per country
* Suggested partnerships per Trend providers
* Suggested partnerships for Brand Localization