

Ad Tech Ecosystems and Challenges



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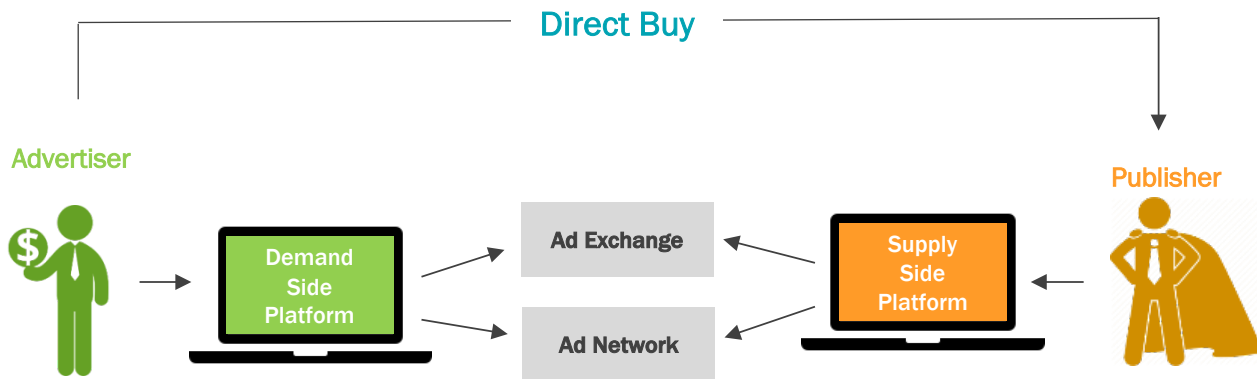


Ad Tech Ecosystem and Challenges

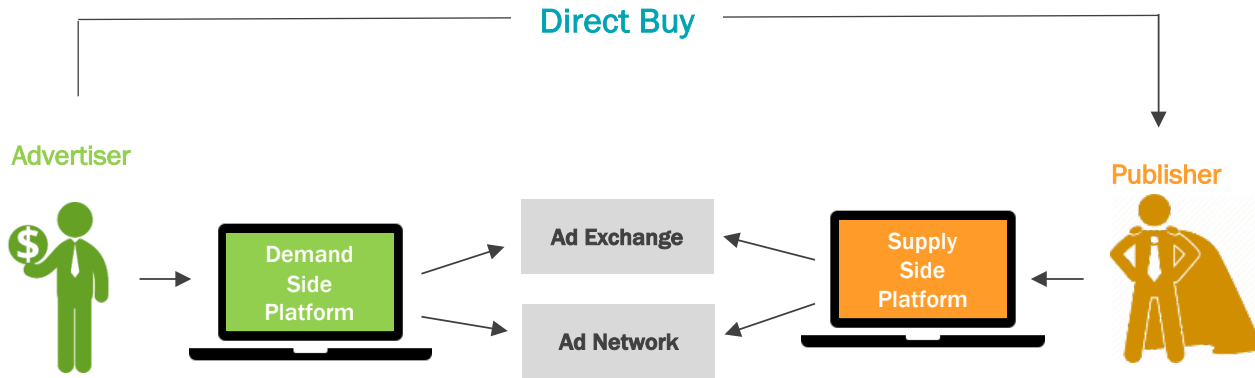
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The Ad Tech Ecosystem



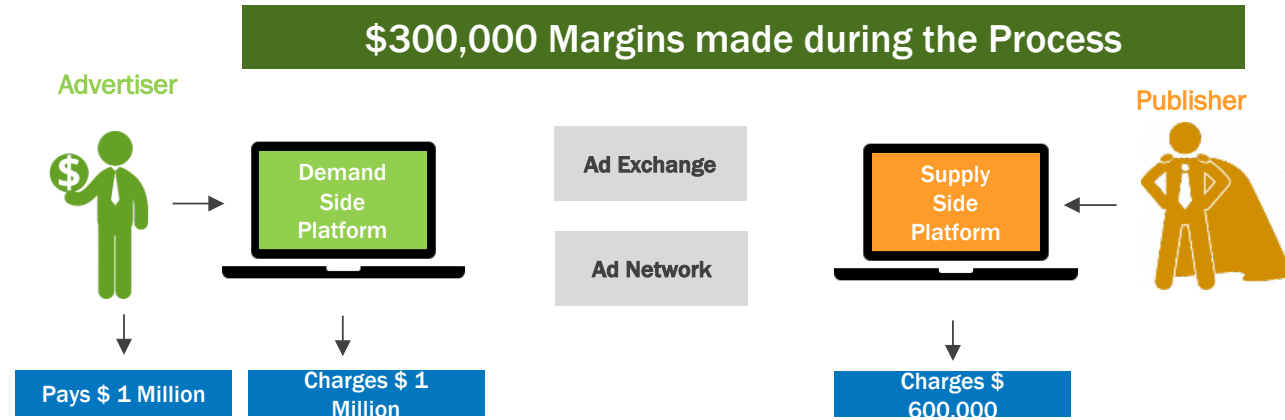
The Ad Tech Ecosystem Challenges



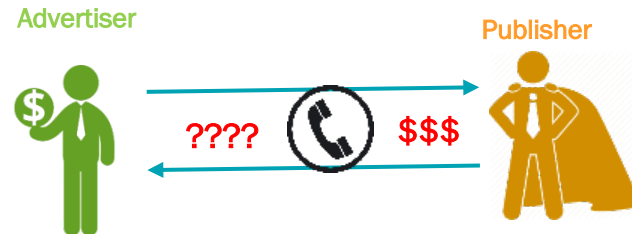
Biggest Challenges in the Ad Ecosystem

- Transparency
- Discrepancy
- Privacy
- Fraud

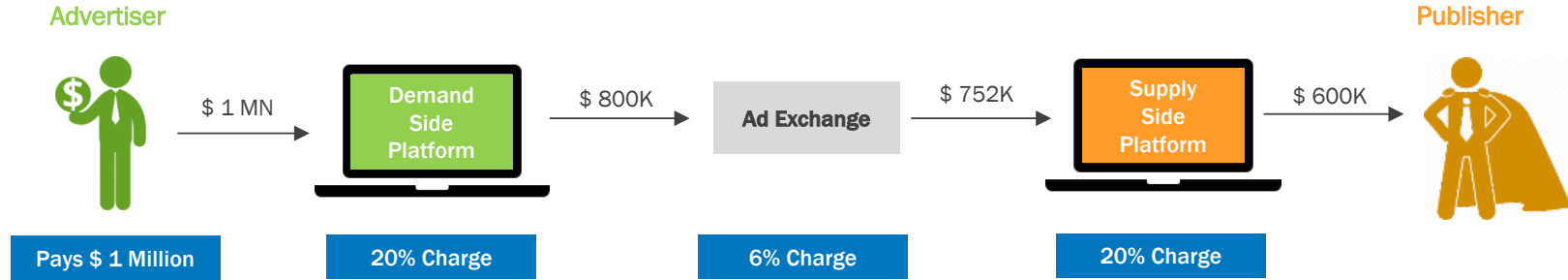
Challenges: TRANSPERENCY



Where did my 40% Digital spend go in the system?



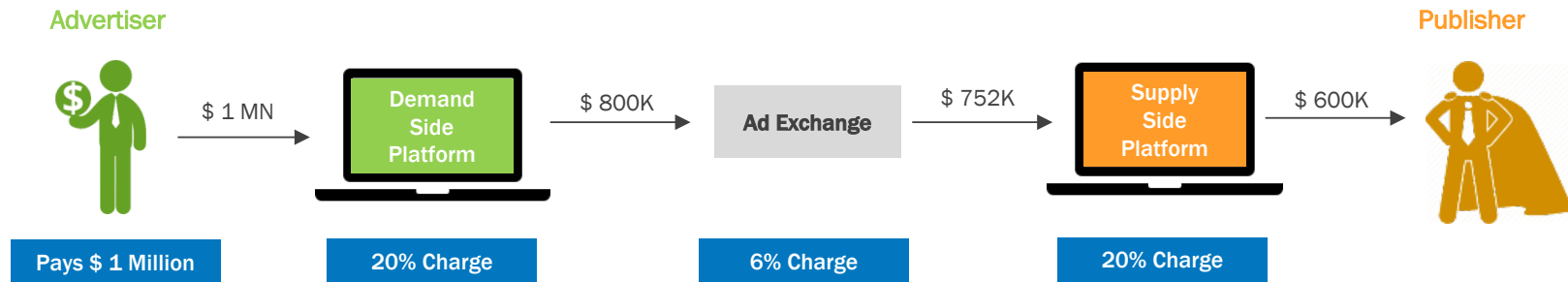
Challenges: TRANSPARENCY



Reasons for lack of transparency:

- Vendors are afraid of sharing the different charges/fees
- Legal contracts are not written to have full disclosure and sometimes confusing
- Complicated and number of different players in ecosystem

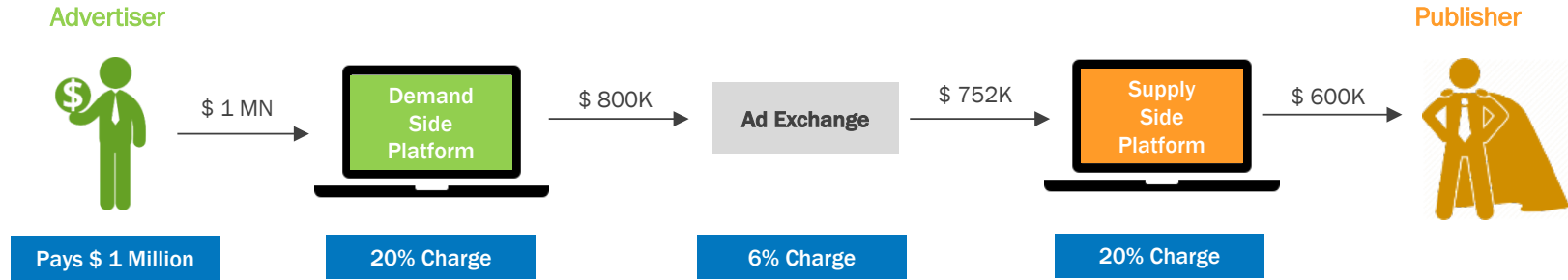
Challenges: TRANSPARENCY



Can blockchain resolve this out?

- It will not help change the client's contract
- Will steer the conversation in the right direction and have more transparency between all the players

Challenges: TRANSPERENCY



What are the challenges with discrepancy:

- Everyone accepts a 10% discrepancy as industry standard
- Lack of strength for negotiations for small time publishers

Transparency and tractability are guaranteed. Network and data integrity as well as reliability are guaranteed

Challenges: PRIVACY



What are the challenges with Users Privacy?

- Malware is up to 132% in one year
- Privacy is violated when large media sites host up to 70 trackers
- Governments and Institution want to maintain the control over user's data

With verified person identity with consent and authorization. The user's identity is protected

Challenges: FRAUD



What is Fraud?

Defined as the practice of attempting to serve ads that have no potential to be viewed by a human user

There are two main categories of fraud:

- 1) Bot Fraud - fraud committed by computer programs
- 2) Site Fraud - includes impression fraud, pixel stuffing and ad stacking.

What are the challenges with Fraud?

- Advertisers pay for “impressions” generated by search engine
- The amount of global advertising revenue wasted on fraudulent traffic, or clicks automatically generated by bots, could reach \$16.4 billion in 2017, according to a new study commissioned by WPP

Using a distributed system and ads.txt, advertisers will have the chance to audit every ad or every impression and pay only for the right ones

Benefits of Blockchain

Media Buying and Selling

The blockchain-based smart contracts can automate the delivery of ads and the payments for them in the Ad Tech ecosystem.

Reconciliation and Billing

There are lots of reconciliation issues across the systems created during ad delivery. Blockchain can help with improving the efficiency in the process.

Fraud Prevention

The biggest concern for the advertisers is the lack of transparency in the programmatic space, media buying and selling. There is a huge industry push for ads.txt

Data Management

Data usage and measurement will play a crucial role in the digital ecosystem.

Targeting and Engagement

There are blockchain solutions being built for decentralized media platforms to incentivized the users by adding their records on the block by either viewing or engaging with the ads.