
BlockClick Unveils Prototype - Ad Fraud Begins to Quiver

Major Step For Platform Ensuring Start-To-Finish Transactional Transparency

Brisbane, Australia, September 7, 2018 (Newswire.com) -

BlockClick, a blockchain technology company, has introduced a prototype platform designed to reduce fraud in the digital marketing industry. The prototype provides transparency for advertisers and media buyers, thanks to robust event tracking and identification of fraudulent traffic. BlockClick's proprietary Ad Fraud Detection software integrates top bot farms and IPs and aggregates those to filter our poor quality clicks.



The Power of Smart Contracts

Leveraged through the Ethereum network, smart contracts are encrypted and integrated within the platform. The platform allows all parties involved, including digital marketing network providers, publishers, and advertisers, to validate marketing campaigns.

Using the configurable system, buyers and sellers can maintain agreed-upon parameters. BlockClick's prototype is compatible with multiple decentralized applications and has several important functions, including:

Tokens: Users obtain ERC20 tokens they keep in their "wallet", which is provided once a profile is created. Tokens are purchased via the platform's "exchange". Accepted cryptocurrencies include Bitcoin, Litecoin, Monero, and Ethereum.

Contracts: Smart contracts, set up by buyers only, can last for a given timeframe based on an end date chosen by the user. Contracts end when the end date or selected conversion rate is reached. The buyer can choose a seller once the contract is saved, which can be anyone on BlockClick.

BlockClick also enables buyers to:

- Create and modify contracts.
- Automatically email sellers a contract is waiting.
- Pay and view available BLOK tokens and Escrow tokens.
- Record and track conversions.

Sellers can manage contracts within the platform as well (the buyer can choose whether to allow the seller to make changes, which helps agree on the terms of a contract). Approval is accomplished through the "manage contract" menu option. The seller can also edit the contract once it is saved, while the buyer can view the contract status as well.

A tracking link is provided for a seller to use in their advertising. It is found in the Offer URL, which is the client's website or a landing page. In addition, a contract conversion pixel link is available to the buyer for recording/tracking conversions.

Secure Contract Verification

BlockClick offers several features to ensure contracts are legit. An "Events" page enables the user to view all the clicks made, while legit and fraud clicks are identified through the platform's fraud API. Buyers choose the sellers they want to work with through the Marketplace. All sellers are visible in this public space, where a variety of details can be seen, including:

- Fraud
- Number of offers
- Average % of refunds
- Chargebacks

Buyers can use this information to pick a seller they want to contract with. In effect, the prototype adds trust and transparency to all types of digital media transactions. At the same time, there are no caps on investment limits.

For more information on the BlockClick prototype platform, and how to get set up in the marketplace, visit <https://www.blockclick.io>.

For Media Inquiries, please contact Mark Reiken, Chief Marketing Officer; Email: mark@blockclick.io

Source: BlockClick

Additional Links

-
- [Website](#)
 - [Telegram](#)

Additional Images

