



Blockchain revolution empowers affiliate marketing: The first fully decentralised affiliate marketing platform

DESCRIPTION

Affiliate marketing: A Publisher website advertises a Merchant product or service. Potential customers are redirected via this website to a Merchant product page and *only* when this results in a sale does the Merchant pay the Publisher a commission:



Affiliate marketing is currently worth \$13 Billion a year, but could account for a significantly greater share of the \$260 Billion a year online advertising market, if only the fundamental problems around the middleman - the Affiliate Network - could be resolved.

Attrace applies blockchain at the core of affiliate marketing by logging the agreements between the Merchants and Publishers and by linking a smart contract to every individual click generated by a Publisher, *sale or no-sale*. This makes middlemen obsolete:



No difference for end-users except *game changing advantages*:

- **No more trust, tracking and transparency issues;**
- **Middleman fees reduced with ~95%** (25%! to 0.5%);
- **No more entry barriers for Merchants** (providing long-tail and emerging market advertisers with a true alternative for Google or display advertising).

BUSINESS MODEL

- Advertising model (revenue made through commissions from advertisements), combined with
- blockchain model (independent 3rd party validation without central authority).

Total value affiliate marketing \$13 Billion a year (+12% AAGR).
Total value online ad market \$260 Billion a year (+11% AAGR).

TYPE OF ORGANISATION

- Start-up with fully in-house developed blockchain(!), *no* ETH fork as used by +95% of all blockchain start-ups (would not work due to network speed problems, running costs and operational risk).
- Delegated Proof of Stake consensus.
 - Fully compliant with GDPR regulations (on vs off-chain).

COUNTRY

- Attrace is fully registered in the Netherlands.
Attrace is targeting everybody in affiliate marketing on a global level (first partners in Europe & USA already committed), *including* those that want to participate in affiliate marketing but have not been able to do so due to entry barriers:
- Long-tail; and
 - *emerging markets*.

TYPE OF FUND

- Private investors.
More than 50% of funds came from Publishers and Merchants that have serious issues with the current affiliate marketing model. They will also connect ~0.8% of the total Dutch affiliate market to Attrace, assuring significant economical traction before Feb 2019.



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amazon Lenovo
Leasescanner etc.



Live in Jan 2019
exp. ann revenue 2019
\$5.5m in NL alone



1-02-2018
Attrace BV
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15 Employees
(affiliate marketing,
blockchain, FinTech,
start-up scene and blue
chip financial companies)



\$1.300.000 Invested
need is \$2.000.000



Top 5 finalist 2018 (out of 188)
Top 8 finalist 2018 (out of 700)