

• Real user-case • Only solved by blockchain • Real economic traction

Blockchain revolution empowers affiliate marketing

DESCRIPTION

Affiliate marketing: A Publisher website advertises a Merchant product or service. *Only* when this results in a sale does the Merchant pay the Publisher a commission:



Affiliate marketing commissions are currently worth \$14 Billion a year, but could account for a significantly greater share of the \$263 Billion a year online advertising market, if only the fundamental problems around the middleman - the Affiliate Network - could be resolved. **The main problems are:**

- **Trust, tracking and transparency issues**
- **High network fees (15 to 25%)**
- **Entry barriers for new/smaller Merchants**
- **GDPR compliance**

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 the traditional middleman model obsolete, **solving all the above problems and reducing network fees to below 10%.**



No difference for end-users except game changing advantages.



Live in May 2019 with exp. ann revenue 2019 around \$3.500.000



Invested \$1.200.000
New round when ready to accelerate growth



Partners: **amazon** **Lenovo**
Leasescanner **THE DUTCH SELECTION** **PoC's etc.**



Seed round raised from Publishers and Merchants who will also connect their existing network to Attrace, assuring immediate traction

BUSINESS MODEL

- Advertising model (revenue made through commissions from Merchant sales), combined with
- blockchain model (independent 3rd party validation without central authority, removing traditional middleman for open and transparent market).

Total value affiliate marketing \$14 Billion a year (+12% AAGR).
Total value online ad market \$263 Billion a year (+11% AAGR).

MARKET

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

Attrace will start with onboarding own network and launching Publishers and Advertisers, followed by implementation of a broad B2B marketing plan (PR, local partners, consultancy model etc.).

TECHNOLOGY

- In-house developed blockchain. No ETH fork as used by most other related projects. We believe this would not work due to network speed problems, running costs and operational risk.
- Private channels between end-users when needed, resulting in superior GDPR compliance compared to traditional models.

TEAM

Team has extensive experience in affiliate marketing, blockchain tech, FinTech, start-ups with successful exits and a solid background in London/US based blue chip companies (Morgan Stanley CI, McKinsey, Deutsche bank, Deloitte, DIG, Deribit, ING Group, eBay, Apple, Clifford Chance LLP, Skrilk etc.).



Top 5 finalist 2018 (out of 188)



Top 8 finalist 2018 (out of 700)

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