

Blockchain revolution empowers affiliate marketing

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 \$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.

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;**
- **No more high network fees** (reduced from 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 \$14 Billion a year (+12% AAGR).
Total value online ad market \$263 Billion a year (+11% AAGR).

ORGANISATION

Start-up with 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 EU GDPR regulations (private channels).

COUNTRY

Attrace is fully registered in the Netherlands.

Attrace is targeting 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*.

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.).



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amazon **Lenovo**
Leasescanner **PoC's**
etc. and no real competition



Live in May 2019
exp. ann revenue 2019
\$5.500.000 in NL alone



1-02-2018 / **Attrace BV**
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Seed round from Publishers and Merchants who will also connect ~0.8% of total Dutch affiliate market to Attrace, assuring immediate traction



Invested \$1.300.000
Possible new round if choice is made to accelerate growth



Top 5 finalist 2018 (out of 188)



Top 8 finalist 2018 (out of 700)