



What is CoinAds Marketplace?

CoinAds Marketplace is a powerful decentralized marketing and advertising platform built on Ethereum Blockchain. CFC company developed cloud based software system for internal use and B2C sector and now it's time for expanding into the growing B2B marketplace.

The platform is completely transparent and provides secure solutions for brands, digital advertisers, marketers, content publishers and everyday Internet users, which have an ability to trade directly without the need for centralized ad exchanges.

CoinAds Marketplace will bring to advertisers an opportunity to place a variety of ad units (native video, live-casting ads, 360 ads, "in the round", vertical video, in-app, walls) on an unlimited number of traffic sources with AI and Blockchain technologies and without having to worry about proper execution.

The Challenges

Digital advertising is overrun by middlemen, trackers and fraud.

High fees for Advertisers. Media buyers can get kickbacks from ad platforms with their client's money and pocket the difference without anyone ever knowing. These ad rebates hurt advertisers while the middleman profits... billions of dollars a year.

Publishers are powerless. At least 50% of all digital ad revenue is lost in the ad buying ecosystem before it reaches the publishers. Even though they control the audience everyone wants access to, the publishers' hands are tied.

Ad networks fraud. The global cost of ad fraud will reach 50 billion in the next 10 years. Deceptive tactics such as click farms and ad stacking are burning billions in advertisers' budgets. The middlemen who control the ad buying process are the only ones with the data to audit it.

Current ad-buying ecosystems take at least 30-60% of revenue generated and some platforms don't even disclose how much they share with publishers.

IAB study from 2015 revealed that less than half (45%) of programmatic revenues in the US reached publishers.

The Solution

A powerful advertising platform CoinAds Marketplace built on Ethereum.

The blockchain allows us to create a more secure ad platform that's better for both advertisers and publishers.

In-house developed multi-level fraud detection system protects against bot traffic and fraud.

10(?)M TOTAL USERS

PROJECT TIMELINE

- December 5, 2017 ICO starts
- Dec 05 – Dec 12 Phase 1: Token price \$1.00
- Dec 12 – Dec 19 Phase 2: Token price \$1.05
- Dec 19 – Dec 26 Phase 3: Token price \$1.10
- Dec 26 – Jan 06 Phase 4: Token price \$1.20
- January 6, 2017 ICO ends
- January 16, 2017 Tokens issued to Wallets

TOKEN DISTRIBUTION

- 30% - Open pre-sale and sale via ICO
- 30% - mining via Publishers and Partners
- 30% - Reserve (Liquidity Pool)
- 10% - the Team

TEAM



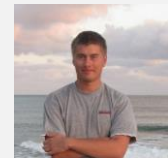
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