



THE FUTURE OF ADVERTISING IS HERE.

THE BITCOIN OF THE ADVERTISING INDUSTRY.

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ABSTRACT.

Adblurb coin works on Ethereum smart commitment which allows the organizer to make authorized agreements which are accomplished automatically.

It offers a new user-friendly payment system that is cryptographically-protected and user-friendly, to increase the level of clarity in the digital advertising market.

We are all exposed to advertising in various forms or mediums. And with more and more products and services providing solid competition within each market, the success of a business depends on the quality of their promotional content.

Adblurb is a new generation of marketing and advertising. All data will exist on the Blockchain instead of centralized servers and by using Adblurb's smart contract, we can fix many current issues that our advertising industry has.

Adblurb is a unique platform that promotes modern and advanced marketing techniques while providing total security and privacy.

By decentralizing and encrypting all data, Adblurb hopes to eliminate any possibility of an invasion of privacy, which large organizations may not currently protect against. End-to-end ad encryption ensures that you get the most secure marketing service for your business, which not even Adblurb can manipulate.

Anyone can participate and generate revenue from Adblurb's advertising business model. Imagine a fully decentralized ad platform where income is generated by surfing ads and other enjoyable microtasks such as playing video games, completing surveys, writing articles and much more. Adblurb marketplace is also an online sphere where people can buy and sell products in a very transparent and secure manner.

An advertisement that is displayed is passed through various cross-check systems to ensure that the chance of fraud is eliminated and to mislead potential threats. These ads will use the blockchain instead of traditional centralized servers.

The network will contain its very own native cryptocurrency to be used for all purchases, called Adblurb Coin (ADBL).

ADBL can be used to obtain goods and services from other users, advertisers and publishers, to acquire advertising space from the integrated platform, to donate to crowdfunding campaigns, and much more.

Adblurb will create a gateway between ADBL and the real world by offering an instant access debit card that can be used almost anywhere in the world. Be a part of history by participating in the Initial Coin Offering.

By getting in early, you'll have the chance to be the first in the world to hold Adblurb coins. As more users join Adblurb, the demand for our coin will increase, while the total amount of coins will never exceed 100 million ADBL.

Adblurb is the future of advertising!



1 MARKET OVERVIEW

Adblurb is primarily targeting the online advertising and marketing industries.

We see ads everywhere, sometimes entertaining and sometimes irritating, but have you ever thought about how big the online advertising and marketing industry is?

Most organisations are involved with these industries for the promotion and advertising of their product or service. Many companies advertise to create brand awareness while others advertise to maintain the reputation of their brand.

Overall, companies have spent more than 40% on advertising in all of its forms. Advertising and the marketing industry has been growing consistently for the last two decades and has only increased since the invention of smartphones and the internet.



Programmatic digital display advertising spending is projected to be over \$32 billion in 2017 in the USA alone and is expected to grow to almost \$46 billion by 2019. Global digital ad spending is projected to exceed \$300 billion in 2020. The share of programmatic ads is growing. Profitability can be reached once Adblurb takes over even a small portion of the ad market such as 1% average fee collected from payments. 1% fee is an order of magnitude smaller than current rates, so even higher revenues might be possible.



2 DIFFERENT TERMS USED IN ADVERTISING INDUSTRY

CPA Networks

CPA (Cost Per Action / Cost Per Acquisition): This is an advertising model where publishers are paid for an action that is taken as a direct result of their marketing. This means that CPA networks will usually be a little stricter than your typical affiliate network when allowing people into their network.

CPA: Cost per action or payment for an action. There are many ways to pay for an action, and the most popular ones are:

CPL: Cost per lead — payment for an application/action.

CPS: Cost per sale is a payment for a confirmed sale.

CPO: Cost per order — payment for an order.

CPI: Cost per install — payment for the installation of an application.

CPC: Cost per Click

CPM: Cost per thousand impressions techniques while providing total security and privacy.

Advertiser

In this context, the advertiser is one who incentivizes affiliates to engage customers by creating offers and paying the affiliates (often through affiliate networks) for targeted customer actions that match the conditions of the offer. Often, advertisers describe possible ways of attracting customers by providing materials, ready-made templates, scripts, and so on.

Publisher

A professional marketer (or a group of marketers within a single account in an affiliate network) who advertises the product or service for advertisers and receives a cash reward for the target action of the client. The Publisher can be users, webmasters, advertisers or an affiliates.

Tracking

Tracking of many different campaign metrics in the affiliate marketing process. For example - time, source, or the number of target activities.

Performance Marketing

Advertisers and marketers are becoming more and more aware of verifiable consumer actions as part of their digital advertising. Historically, performance marketing defined advertising campaigns with the objective of driving specific actions, and advertisers only paid when that action was completed. That action can be a sale, lead or click etc.

Affiliate Marketing

A way for a company to sell its products by signing up individuals or companies ("affiliates") who market the company's products for a commission. There are two ways to approach affiliate marketing: You can offer an affiliate program to others or you can sign up to be another business's affiliate.

Ad Campaign/Ad

An advertising scheme to invite targeted activities from advertisers or subsidiary networks.

Tonsure

A deception of the affiliate network or the advertiser by an affiliate, which downplays the performance of an advertising campaign in order to pay less.

Lead/Sale

The target action of a customer in response to an ad campaign: sales, order, call, register, application installation (install), etc.

Fraud

In terms of affiliate marketing, various ways of cheating the affiliate network and advertisers, in order to gain a financial reward. Types of fraud may be: emulation of target actions, tracking the source of introduced clients (cookie-stuffing), deceiving customers by using misleading ads to increase the likelihood of target action, for example, by using a significantly lower price than the offer of the advertiser and others.

Micro-Task

The action or service that can be used for any specific job in the network, such as performing or creating any entitled job.



3 CURRENT ISSUES OF TRADITIONAL PLATFORMS

Unrealistic Results.

The platform is very insecure and hackers can attack it very easily, leading to users data being compromised. Many adblockers can resist the potential of the advertisers and provide false data, showing advertisers an exaggerated number of leads; discreetly debiting advertisers' accounts.

Our Solution:

Adblurb provides real-time forecasting before placing the order and ensure that the report contains all available data and executes the same when processed.

Tonsure.

On the part of advertisers in relation to affiliates:

Informing an affiliate that an order has not been delivered and refusing to pay commission on a customer's purchase. Ignoring a customer's calls, identifying the caller's ID and contacting them directly via call or emails. Modifying the affiliate network code on a proprietary website so that not all leads are recorded in the affiliate system.

Our Solution:

Adblurb allows advertisers to access all relevant publishers within the selected criteria and functions so that all tonsure is eliminated from all activities from the beginning of the process, eliminating the need for a middleman.

Publisher Networks Play The Role.

Paying incorrect sums for customer activities to an affiliate. Displaying understated estimates for leads to affiliates. Discreetly debiting affiliates' accounts.

License Issues.

Traditional advertising services do not offer any license and do not completely solve the problem of remote identification of individuals; this contributes to the growth of fraud. There is no verification or review performed by the network to ensure transparency.

Our Solution:

Adblurb will use Civic verification review method at starting and it will be improvised later on in future.



Securing Results.

When buying adverts via advertising platforms from conventional advertising exchanges, advertisers beget no guarantee that their investment will generate the desired result. New advertising networks using the programmatic model have improved the algorithm, but they do not give advertisers any guarantees of progressing sales because they are paid for advertisements rather than for consumer activity.

Our Solution:

Working using the performance marketing model, Adblurb is fundamentally different from current advertising methods and thus will be able to provide superior results.

Security and Stability.

Security in current affiliate networks is inadequate. If a centralized network is compromised, intruders can access all accounts in the system. Also, in a technical malfunction or breakdown on a centralized platform, all affiliate networks stop working until the cause is resolved.

Our Solution:

Adblurb's decentralized software solution allows modules to be self-contained; in the event of a program malfunction in any of the modules, the platform continues to work. With using blockchain solutions, members of the Adblurb platform are not connected to each other with insecure access and are not affected by the hacking.

Transaction Time and Cost.

The traditional business model for a centralized affiliate platforms has a high penetration of affiliate networks and centralized platforms charge for their services. With enrolment in the Adblurb Marketplace network, each publisher and advertiser gains free access. Blockchain solutions reduce the cost of storing platform user data and reduce the commission for publishers and advertisers.

Adblurb offers a low rate of payments for publication services. In centralized affiliate networks, payments on traditional platforms and networks take a few days to 2-3 months to process. Adblurb smart contract payments take up to minutes.

In centralized platforms payments are generally made on a monthly basis and after withdrawing funds, customers have to wait 1 week to 2 months in some cases. Payment systems and bank fees also cause the amount withdrawn to decrease.

Conflicts With Blind Trust.

Buyers have to trust the current network without being able to review the results of their work. On the Adblurb platform, In the case of incompetent service delivery, unconscientious advertisers and affiliates will be accommodated to return funds. Violating the rules of the platform will lower the reputation of the publisher account. To resist fraud, the Adblurb Marketplace provides filtering and detection of questionable sources of traffic.

With best tracking mechanism and smart contracts, Adblurb ensures that all the conditions of a customer's offer are transparent. This ensures clearness and openness in relationships between advertisers, publishers, and affiliate networks.



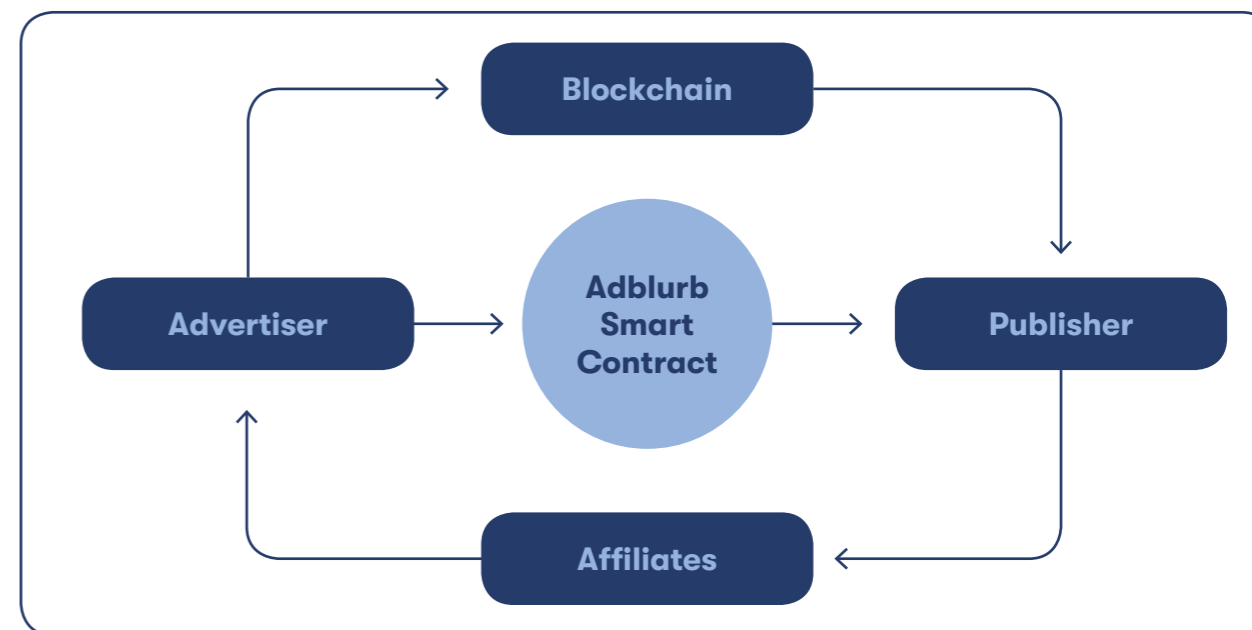
4 WHY ADBLURB.

Current Advertising Solutions and Problems

Centralised environment.	Scams and frauds with autobots and retargeting.
High network fees and continued monopoly.	No security and transparency.
No background checking.	Less rewards for affiliates and publishers.
Poor traffic management.	No real time analytics or history.
Involvement of middleman.	No or okay satisfaction.
No ideal ecosystem.	

The Adblurb Solution

Fully decentralised environment.	Blockchain technology for advertising industry.	Low network fees and open for everyone.	Transparent and secured.
Rewards for micro-tasking and background checking.	Direct access of affiliates and publishers.	Real traffic always, no bots.	Detailed campaign records for lifetime.
Smart contract based business ecosystem.	No middleman.	You own your campaign 100%.	



5 WHAT IS ADBLURB AND ADBLURB COIN.



Adblurb Coin

Adblurb is the universal cryptocurrency solution for the advertisement world and is based on the Ethereum blockchain, utilising state-of-the-art smart contract features.

Adblurb Coin will be used for electronically connected advertising transactions all over the world, substituting the traditional methods and will be used within the Adblurb Platform.



Adblurb

Adblurb is a newly formed cryptocurrency custom built for the world of advertising.

The advertiser can purchase Adblurb to pay advertisement charges to the organizer, who can then sell Adblurb profit as the advertisement fee on an exchange. Adblurb is a secure and condition based transaction using the smart contract feature of the Ethereum network.

Adblurb is a new way to punch online advertising space through clear fluid micro-payments. Advertisers can use Adblurb as an incentive to gain customers.

Adblurb is an advertising platform built on the latest advertising technologies that also integrates popular features of e-commerce and crowdfunding. The network primarily concentrates on privacy, control of settings, security and listening to the voice of the community. Adblurb is the largest platform currently under development.

6 NEW PEER-TO-PEER ADVERTISEMENT SOLUTION.

Decentralized Advertisements

A real-time auction to determine a buyer for every single ad request is both costly and ineffective.

It forces advertisers to blindly buy impressions because there is insufficient time to properly assess them. On top of this, it also greatly increases the cost of infrastructure, as RTB systems must operate under strict response time constraints. Adblurb network is based on a different model, where every advertiser creates an account on the blockchain and associates it with their domain.

Advertisers then use the Adblurb API to describe the inventory which they wish to advertise. A typical entry will include creative content (banner, text, video or image), various information about the intended audience and, of course, price. It is up to the advertiser to decide what information is made public.

Publishers use blockchain to discover advertisers and assess their inventories. When a user visits the publisher's site, the inventory database is analyzed to find the banner with the highest expected payout. Before displaying the banner for a user, a script checks if the banner is the same as the one promised in the inventory.

The advertiser collects information about displayed ads and periodically (e.g. every hour) analyzes received events and decides which one to pay for and how much. Both sides of the network constantly learn and evaluate the reputation of different actors.

Advertisers have an incentive to pay a fair amount for displaying their ads or risk getting banned from the most valuable sites or even lose bids to other advertisers. The publisher is incentivized to display the most matching ads to maximize their yield.

Accepting Adblurb Coin Payments

The best idea to rectify your business is to start accepting Adblurb as payment, this would pave the way to appeal to a wider target audience.

Payment system requirements:

Micropayment capabilities and the frictionless ability to function from a browser app.



7 DIS-INTERMEDIATION.

There are services in the advertising space that need some kind of trusted authority to ease trading of impressions.

An example of such a need is the classification of content. Some publishers are interested in filtering which kinds of ads they want to display on their websites. For example, they want to exclude adult content or gambling. This creates the need for a common standard of ads classification. Adblurb can accommodate such needs by introducing in-network services.

To further illustrate this, there can be a service which classifies advertisements. Digitally signed classifications from popular providers can be included alongside inventory. Publishers can then have a policy of only displaying advertisements checked by providers whom they trust. This encourages advertisers to undergo quality checking, there can be numerous competing standards, and everything can be paid using Adblurb Coin. With an efficient, common means of payment, most of the accompanying services can move to on-demand services, the competition will greatly increase and ad prices will along with them.



8 ADBLURB AS A COMMODITY.

It will help advertisers to transfer Adblurb coins, assets, shares, or anything of value in a transparent, conflict-free way while avoiding the services of a third party.

Adblurb coin can and is actively being used to transfer value. Like any other cryptocurrency, one can stack coins for future profits.

Reduced Fraud

Accounts used to receive and send payments for ads on the blockchain network will be linked to domains. This repository of cryptographic keys can be leveraged to authenticate events generated during ad requests and deliveries. This will substantially reduce surface attacks by potential fraudulent activities.

Adblurb operates on the "quality display first" principle. This provides advertisers with a significant advantage, as they are no longer forced to blindly bid in RTB auctions and can take more time to assess the validity of their impressions. Fraud can be further eliminated by adopting a revenue sharing model.

Reduced Fraud

A distributed network gives advertising power to every member and also provides users with the ability to serve ads on their own server/domain with custom solutions. This will make Adblocker software an order of magnitude harder to develop.

User Ecosystem

When the system reaches widespread adoption, users can start to use Adblurb Coin. For example, a user can offer their own bids to a website to not display any ads or share their advertising preferences with publishers to get better ads or just be apart of the advertisers payment system.

9 ADBLURB ADVANTAGES.

Elimination of agents.	No barriers to entry.	Single currency.	Equality of access to data-machine learning available for small players.
Market structure that makes fraud unprofitable.	Data available to academics to develop better algorithms.	Resistance to Adblockers.	Compatible with Coalition For Better Ad.
Cheap transactions.	Economics has done right.	No mining required.	Instant secure transactions for accounts in the same cluster.
Instant fiat exchanges.	Ready to launch multi-party, distributed and secure alternative for Tether USD	Secure lightweight clients with ability to run on smartphones.	

All platform support, Linux, MacOS, ios, Android, Windows

The ultimate advertising platform.

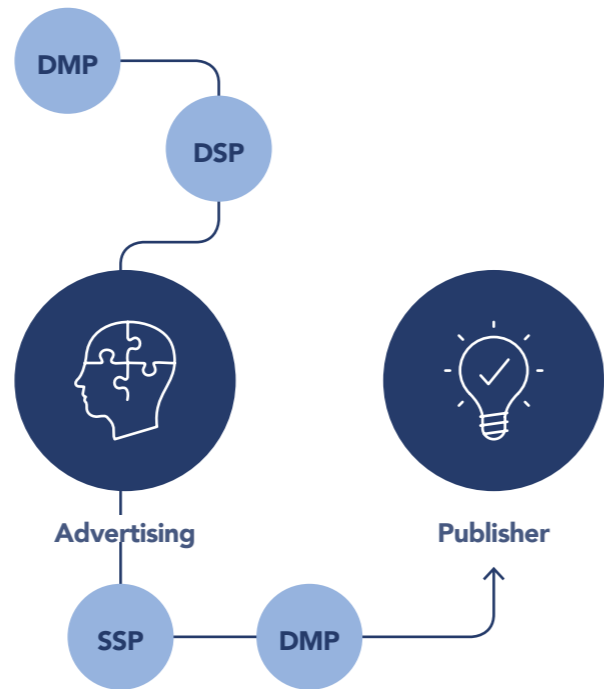


10 WORKING MARKETPLACE.

The current programmatic advertising landscape is highly opaque and fragmented.

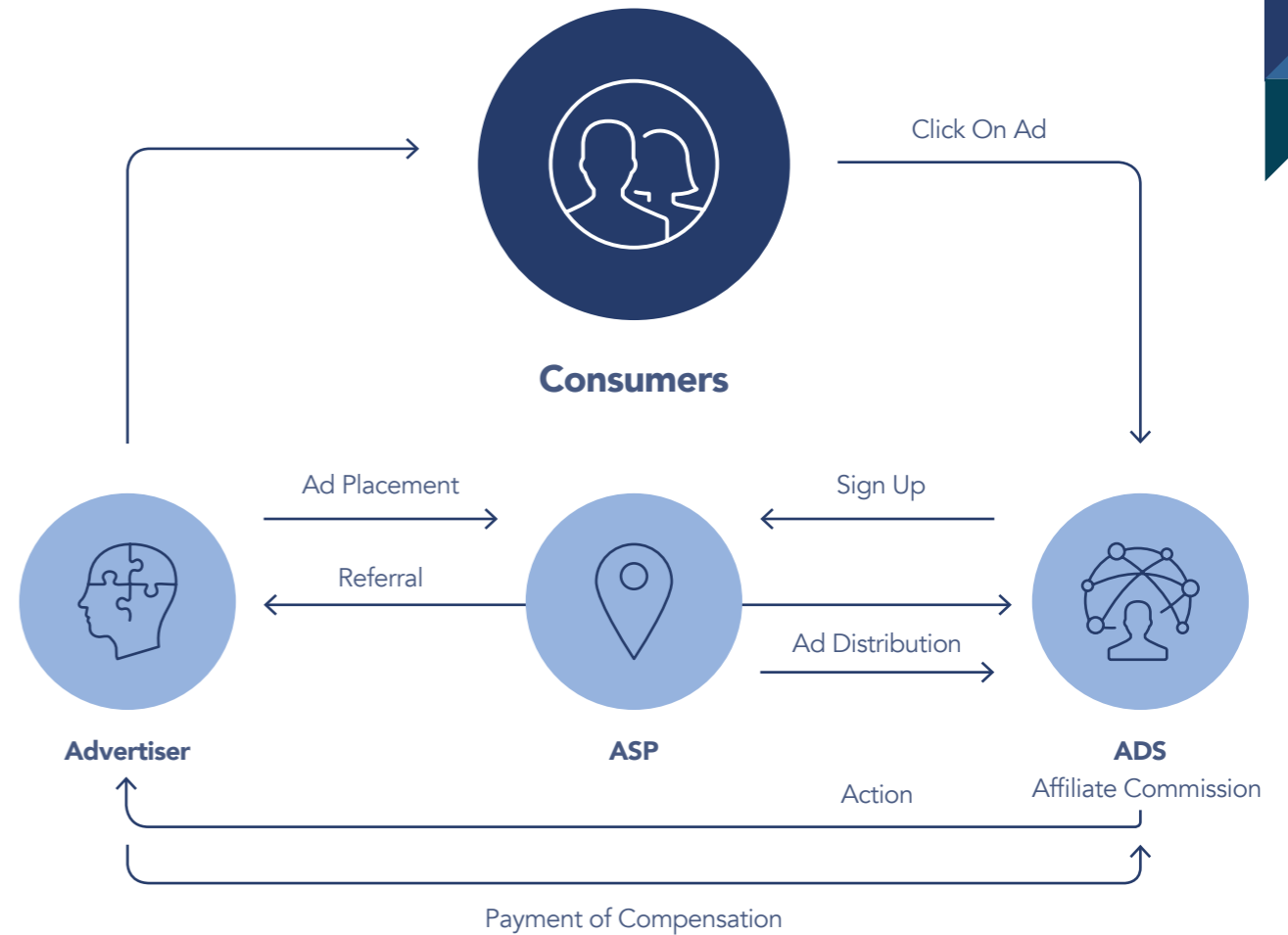


Far too many intermediaries stand between the advertiser and publisher. This causes inefficiency in pricing while intermediaries fees consume huge parts of publishers revenue.



For example, Google AdSense takes a 32% cut for allowing you to find suitable advertisers.

Reliable estimates of typical intermediary fees are hard to get (no surprise!) but estimates point to around 50% fees. Some high-profile cases point to even more absurd fees of up to 70%. Just to recap: advertisers pay \$3.00 per thousand impressions while the publishers who actually deliver these impressions only get \$1.50, or perhaps even \$0.90! This massively inefficient market is ripe for disruption.



Part of the problem that causes this fragmented market is that there is no one ideal standard for communication between advertisers. The adtech industry is trying to establish such standards, but the dominant model of Real-Time-Bidding is extremely expensive and does not scale well.

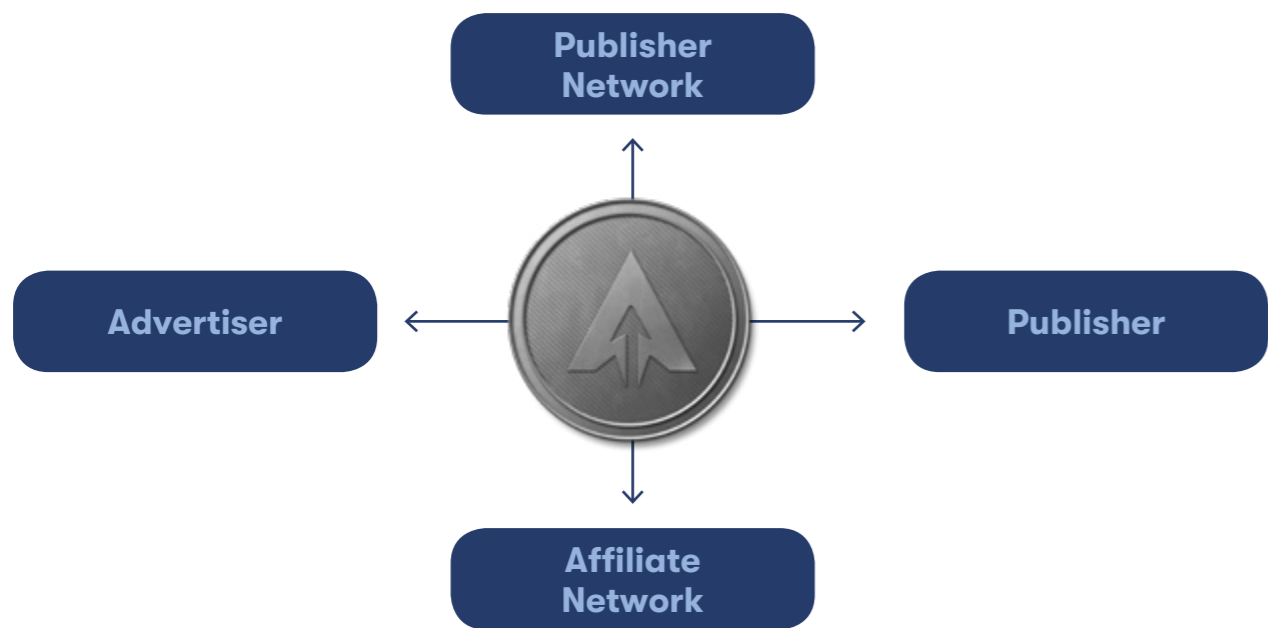
The primary aim of Adblurb is to render various ad exchanges obsolete by making an open platform that will enable advertisers and publishers to find themselves and trade directly using the blockchain. Standardized exchanges and easy access to the market will foster the development of open algorithms that will enable publishers to be their own SSP and advertisers to be their own DSP.

11 ADBLURB ECOSYSTEM FUNCTIONS.

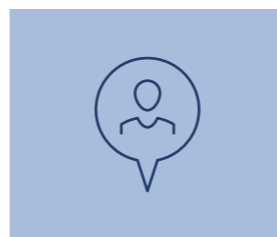
The Adblurb platform implements a wide range of possibilities not only to advertisers and publishers but also to affiliate networks.

Two administration modes are desirable on the Adblurb platform:

- Advertisers and Publishers**
Direct On front intercommunication
- Advertisers and Publishers through intercommunication with affiliate networks**
Collaboration



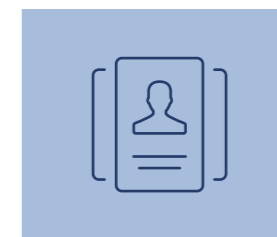
The Adblurb Ecosystem Involves Several Key Players



Customer
User Client



Advertiser
Merchant



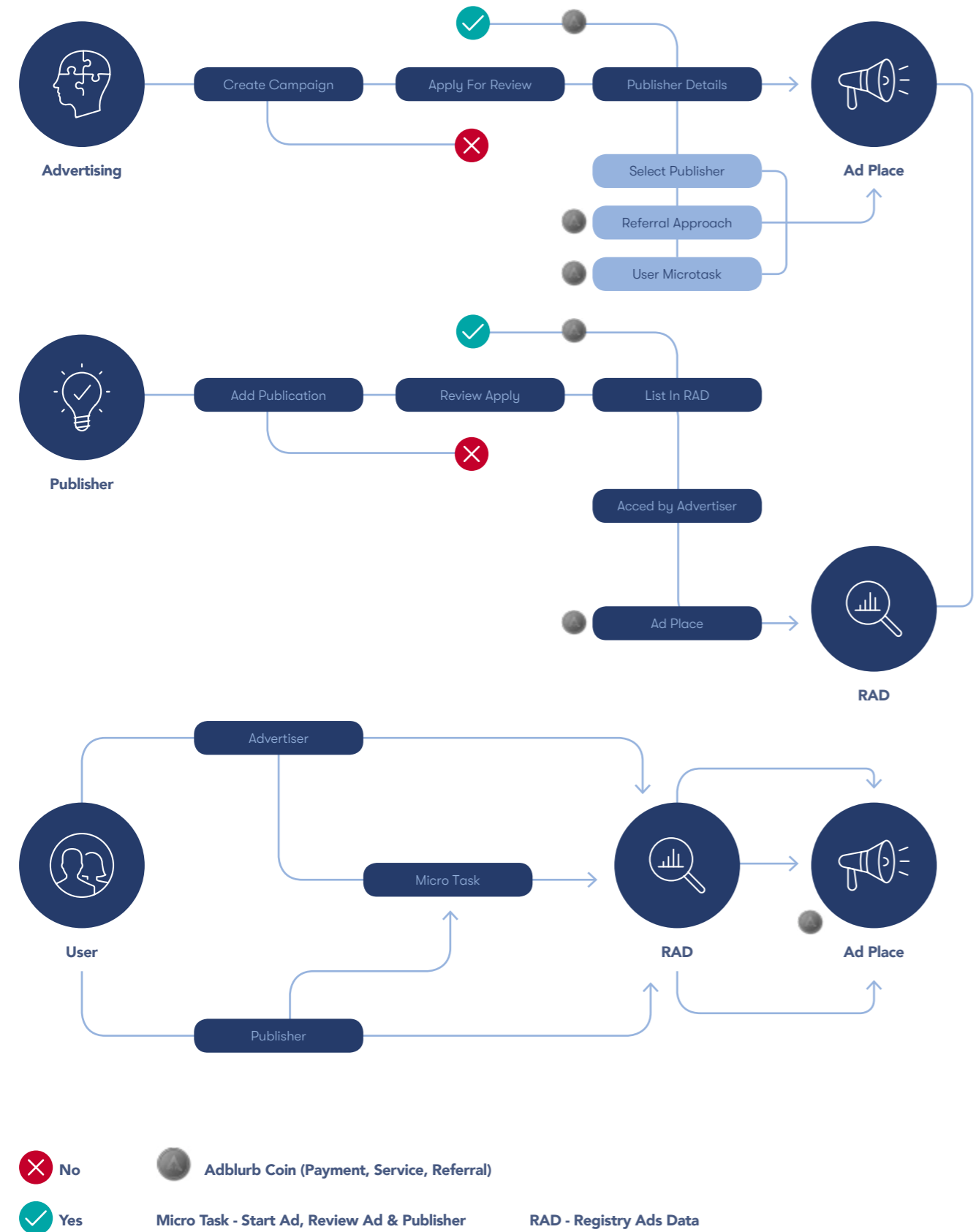
Publisher
Affiliate, Partner



Affiliate Network
Partner Network

The advertiser offers Job (target ad impressions, clicks, sales, leads) with different achievable conditions(ad campaign via smart contract)on Adblurb, proposed at a distinct kind of data (leads) for which they are prepared to fund up to a detailed cost.

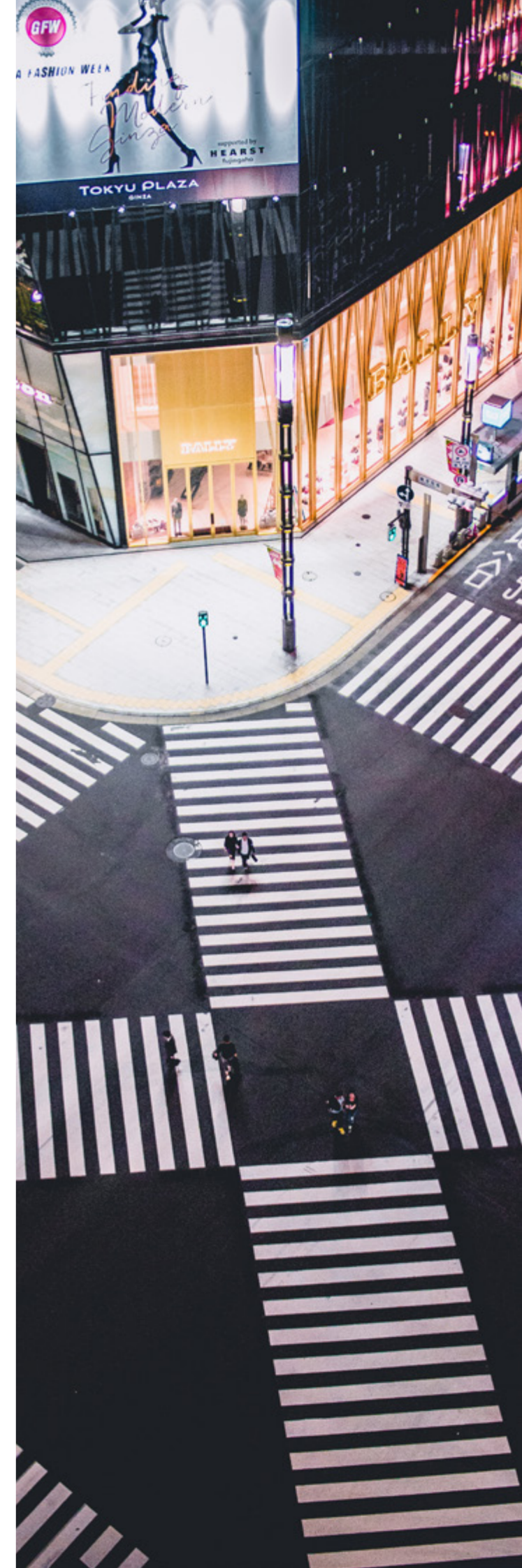
An affiliate who wants to perform the Job autonomously expands and maintains a marketing network by attracting clients. Through marketing resources (websites, forums, outdoor ads, etc.), the affiliate generates a flow of leads that are collected and prepared by review services for a particular proposal. The review-service performs the lead data and adds key information about it to the platform (through the API or by calling the smart contract method directly).



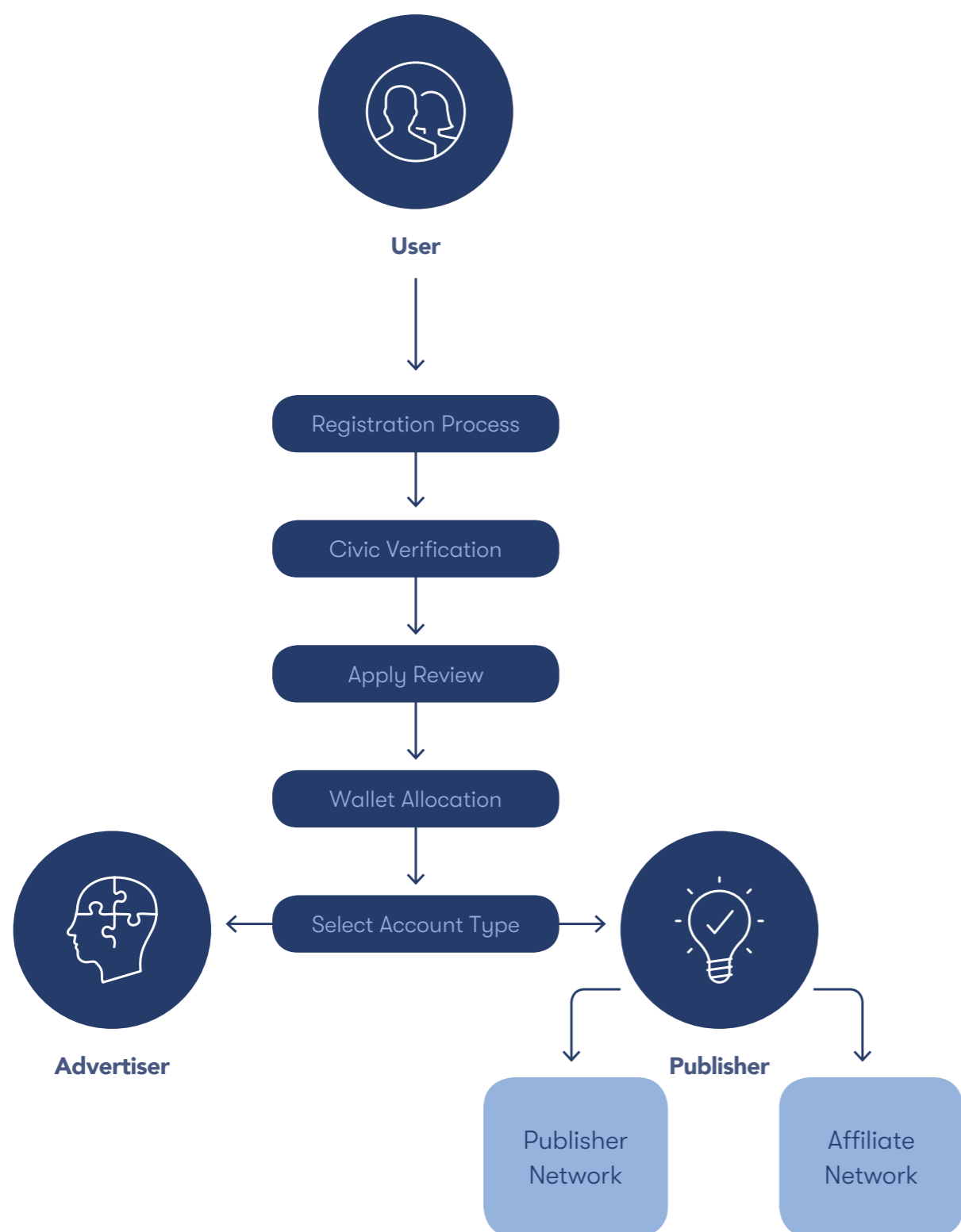
If the merchant approves the added lead by calling the relevant API method or the smart contract method directly, they will charge the cost of the lead to the account and send it to the affiliate, minus the platform commission.

By authorizing the lead, the merchant gains the introduction to information about the guidance and can achieve full adcampaign data (with the help of the review service or by unwrapping the ad campaign data with the help of the key).

The Adblurb platform provides the probability of managing not only with advertisers and publishers but also with affiliate networks. An affiliate network can place all of its proposals and leads on the platform. Any affiliate already working on the platform will be able to see and work with the proposals of an affiliate network without any supplementary customization.



12 ADLURB REGISTRATION PROCESS.



1. User visits the Adblurb official website
2. Registration using phone number and email address
3. User pass review verification process
4. User gets the Ethereum wallet account and private key
5. User define the role - Advertiser or Publisher
6. Ready to play with machine learning

Before starting anything on the platform, one must register via Adblurb.io. Social login such as click to register with Facebook, Gmail, GitHub will be provided in the future if necessary.

Thanks to Civic, we are now able to provide verification for users, but, in the future, improvements may be implemented, which would require the username, nickname or user's ID and registration address and those username, nickname or user's id must be unique in its own way for each member.

Next, an Ethereum wallet is created, giving the user a personal Ethereum address and a private key to the wallet, required to access their personal account on Adblurb network devices.

After registration and verification is complete, the user will have to select the role for their account, such as advertiser or publisher. Depending on their selected position, they are given access to a suitable account.

With applying machine smart learning processes, Adblurb will guide the user through the steps to create and deploy an Adblurb ad campaign smart contract or accessing the Advertiser through the publisher account.

13 ADBLURB PLATFORM PARAMETERS.

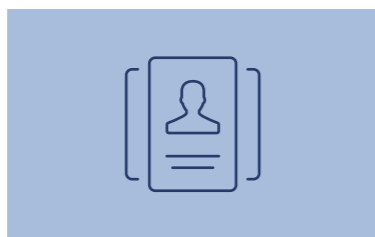
Decentralized web applications will be produced to work with the Adblurb platform and can be accessed through Adblurb.io, as well as an Adblurb SDK which will provide a custom solution for developers.

This SDK will be available at a later stage in development of the platform. The Adblurb Platform Web Applications will include:



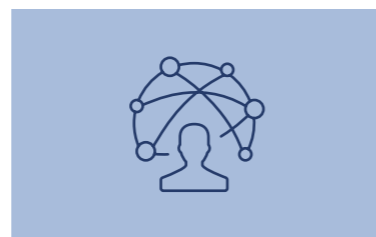
Advertisers

To create an Advertiser account and deploy the Ad campaign contract on the main net of the Adblurb Platform.



Publishers

To access different deployed ad campaigns and select the suitable ad campaign contract to perform the job.



Affiliate Network Admin

For users who want to sponsor the job place or job properties to the Publisher or Publisher network.



Appeal or Audit Service Operator

The smart contract for review for the ad campaign that has been deployed by the Adblurb user.



Crowdfunding and Charity

The ready to deploy smart contracts suitable for different charities to raise or crowdfund for their specialized subject.

The crowdfund solution will be very helpful to only perform the process of raising fund for the subject they choose. However strict and versatile verification will be needed for this option as demand is getting higher and it will be only continue to increase.



eCommerce

Adblurb is not only an advertising platform, but also a marketplace where one can buy or sell goods and services. Adblurb will produce different mechanisms and prototype smart contracts that users can list one or many products or services that can be seen by everyone in the Adblurb network and can be purchased with Adblurb Coin or fiat currencies or even with the Adblurb Visa Card.

The Adblurb marketplace will use Escrow, by which buyer and seller can decide whether they want to remain anonymous or want to open their profiles. If someone purchases any goods or services from the Marketplace, the Marketplace will hold the funds from the purchaser in a multi-sign wallet and once the product or service has been performed and provided to the buyer in a predetermined timeframe, then the funds will be allocated to the Seller's wallet and buyer can rate the service and give the reviews of the seller, allowing other potential purchasers to make decisions based on that users ranking and reviews.

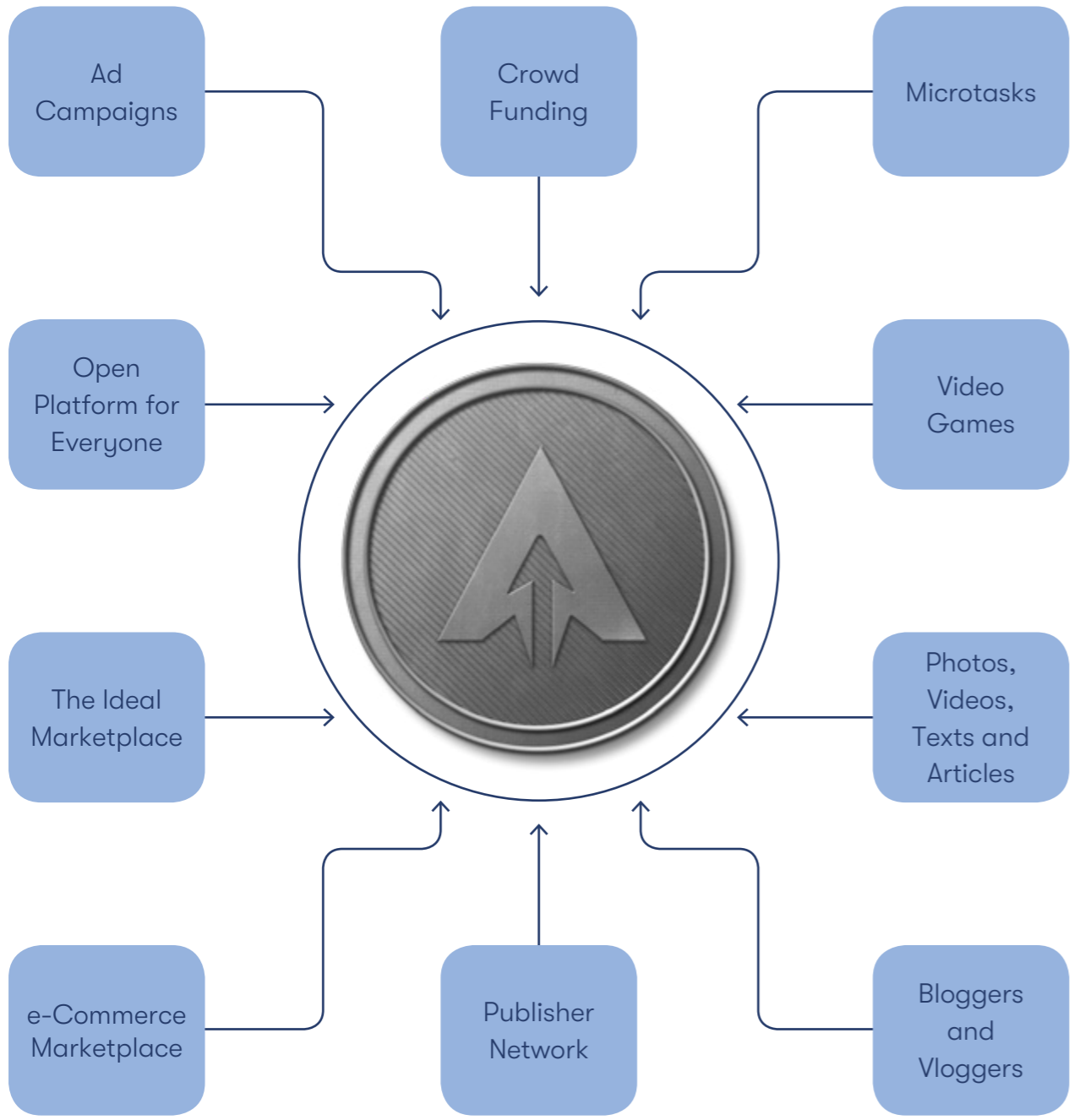


Microtasks

Adblurb is an application for everyone, so anyone can be the advertiser, publisher or affiliate. If a user wants to join the Adblurb network, in order to generate passive income, without being apart of an ad campaign or review process, they can simply join the microtasks team, where users get paid for every small job they complete.

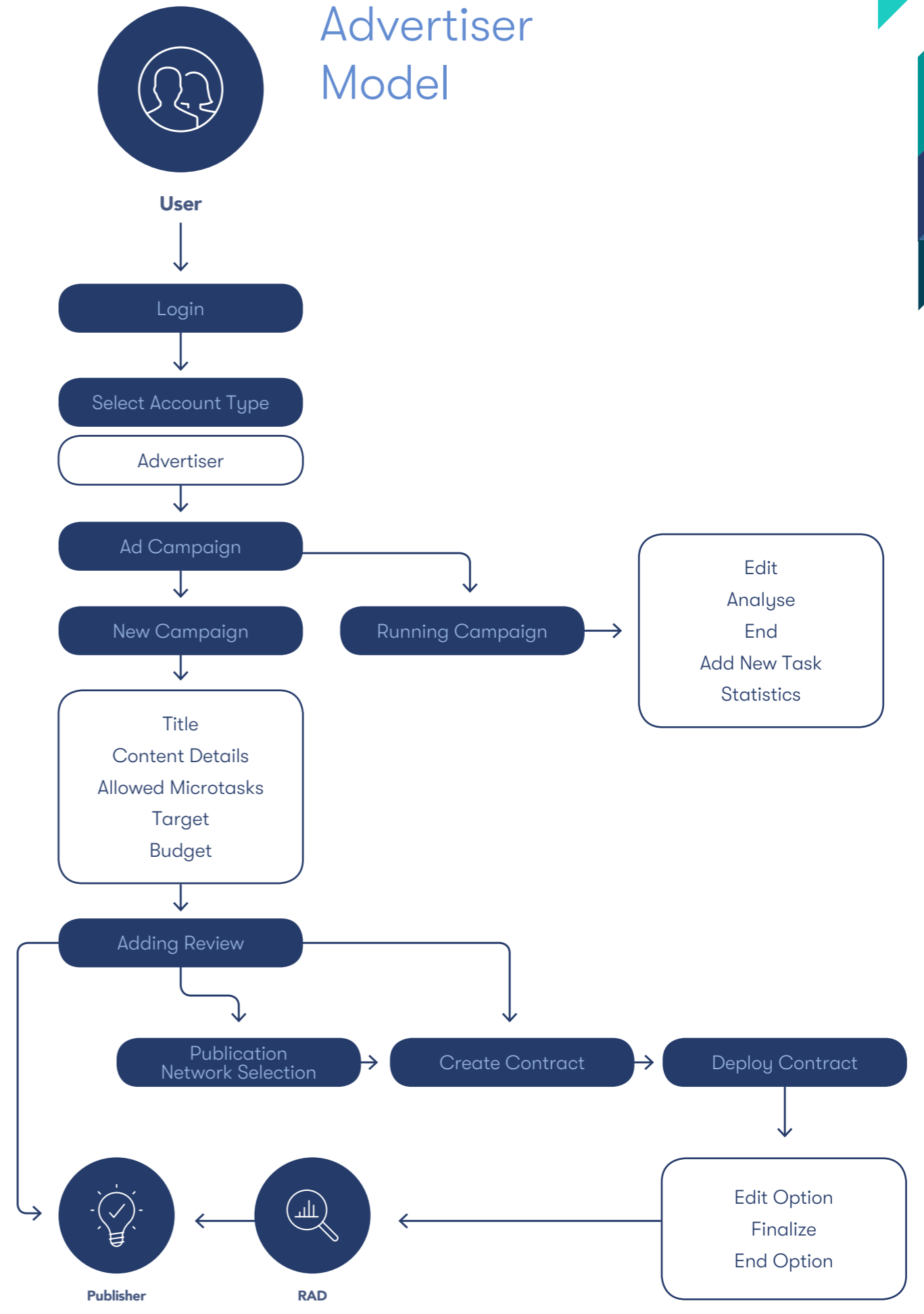
Examples of Microtasks are as follows.

- Adsurfing
- Any verification job Adblurb ask to do
- Surveys and reviews
- Playing video games
- Watching videos
- Writing articles or similar jobs that require a certain skill

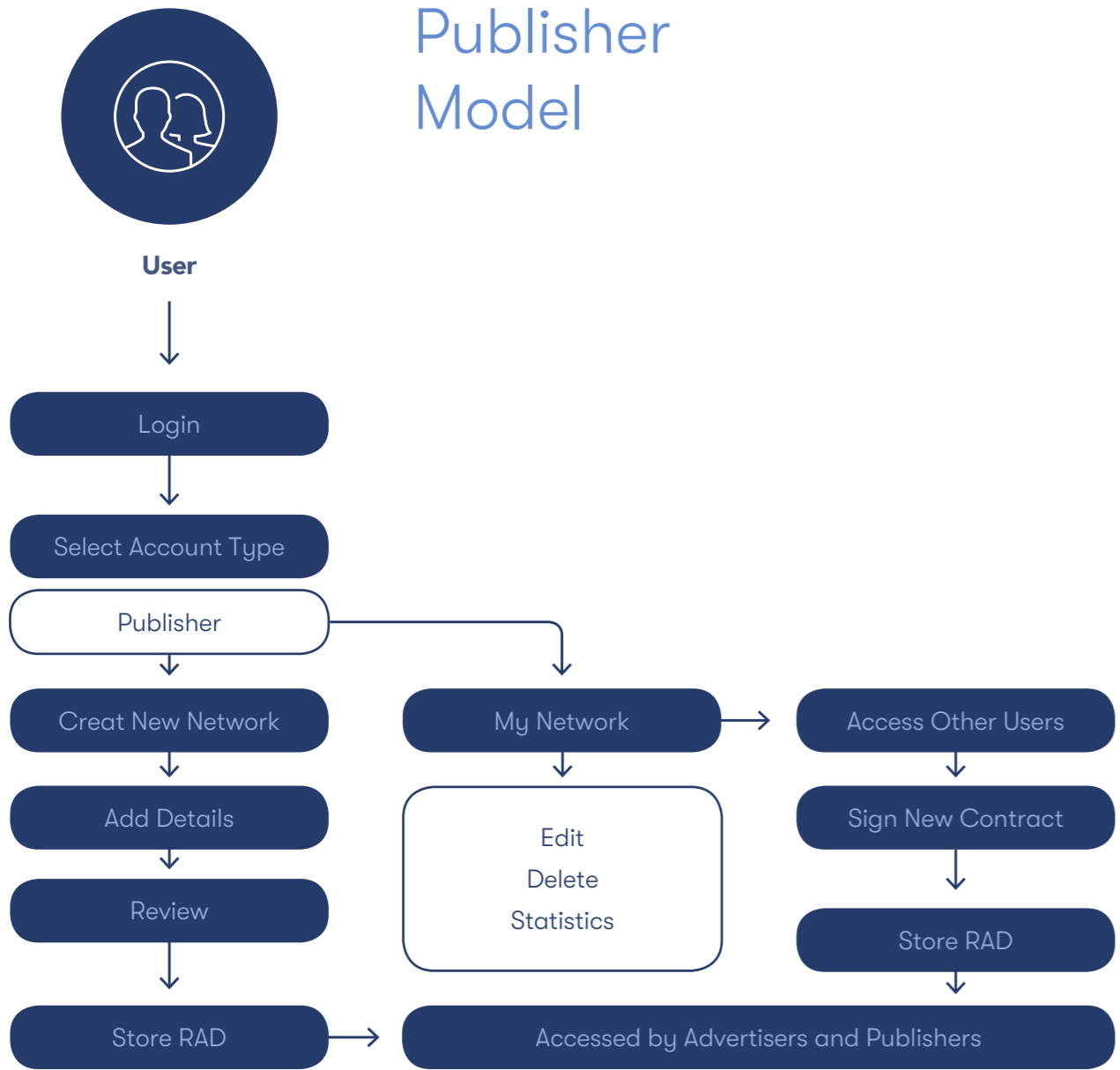


Adblurb is the Bitcoin of the advertising world.

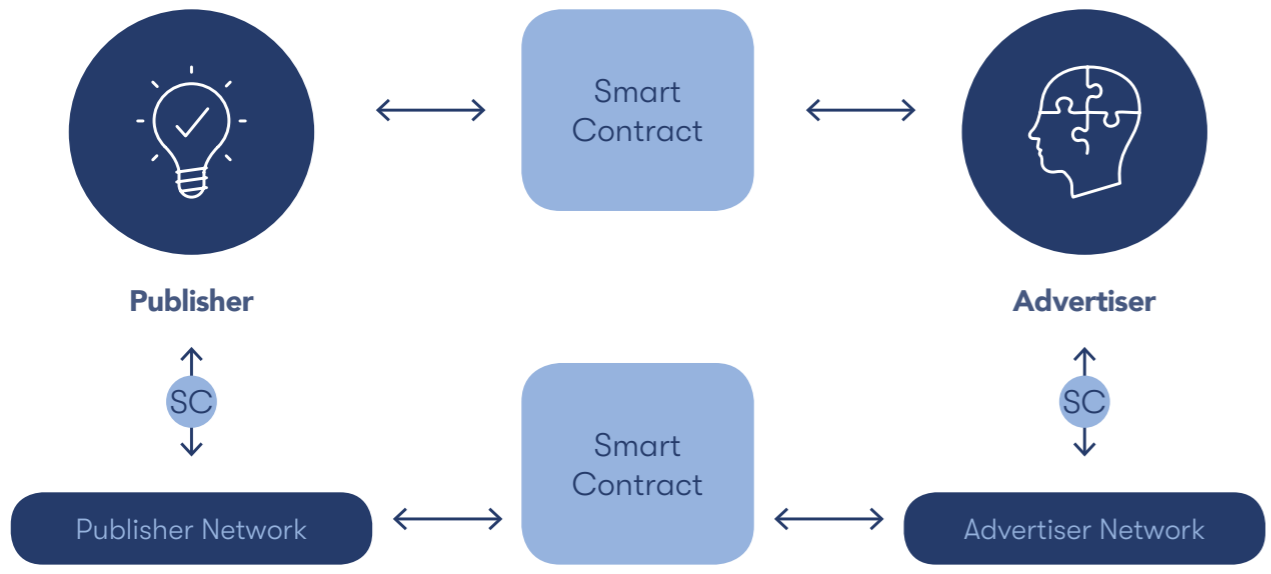
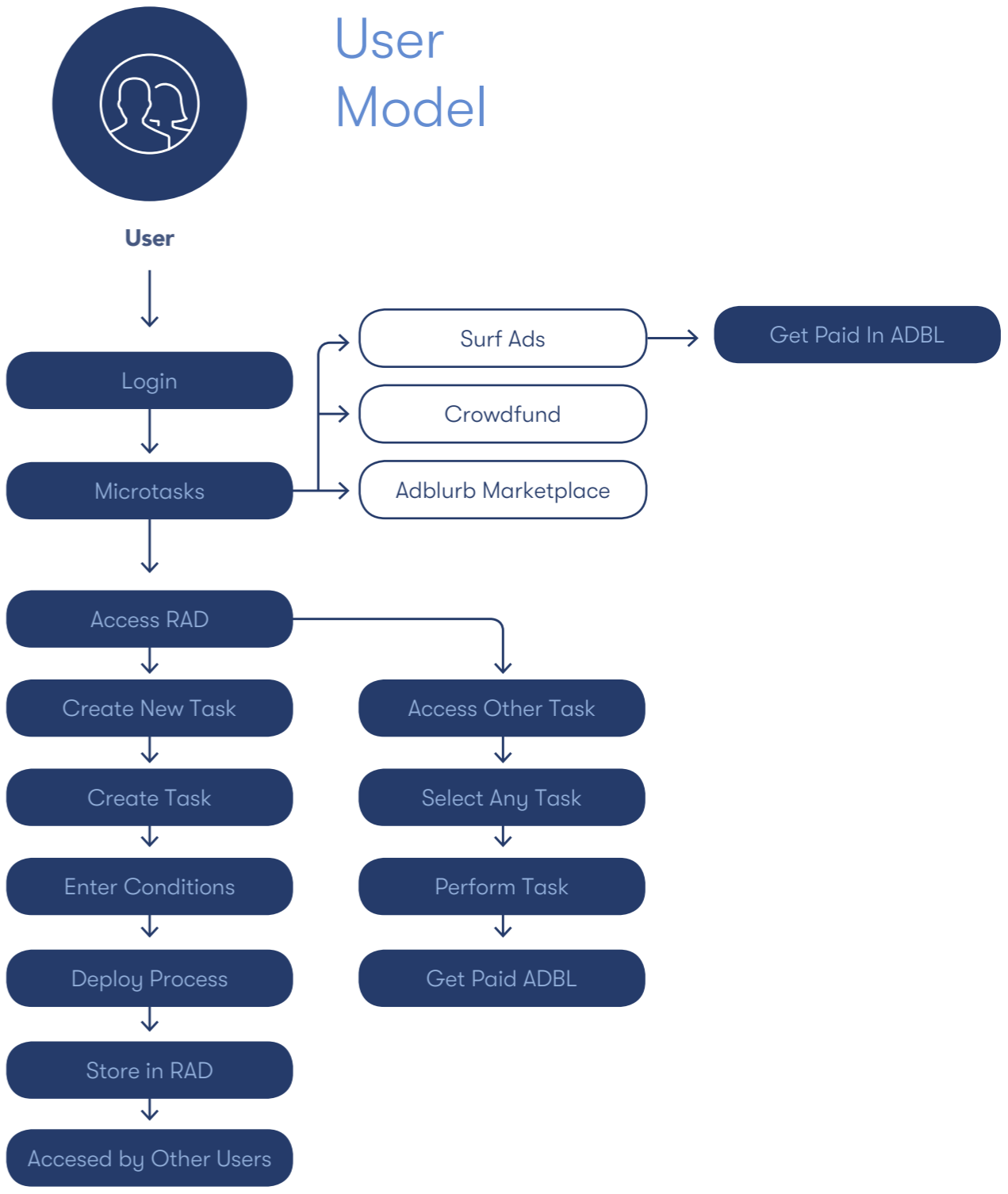
Advertiser Model



Publisher Model

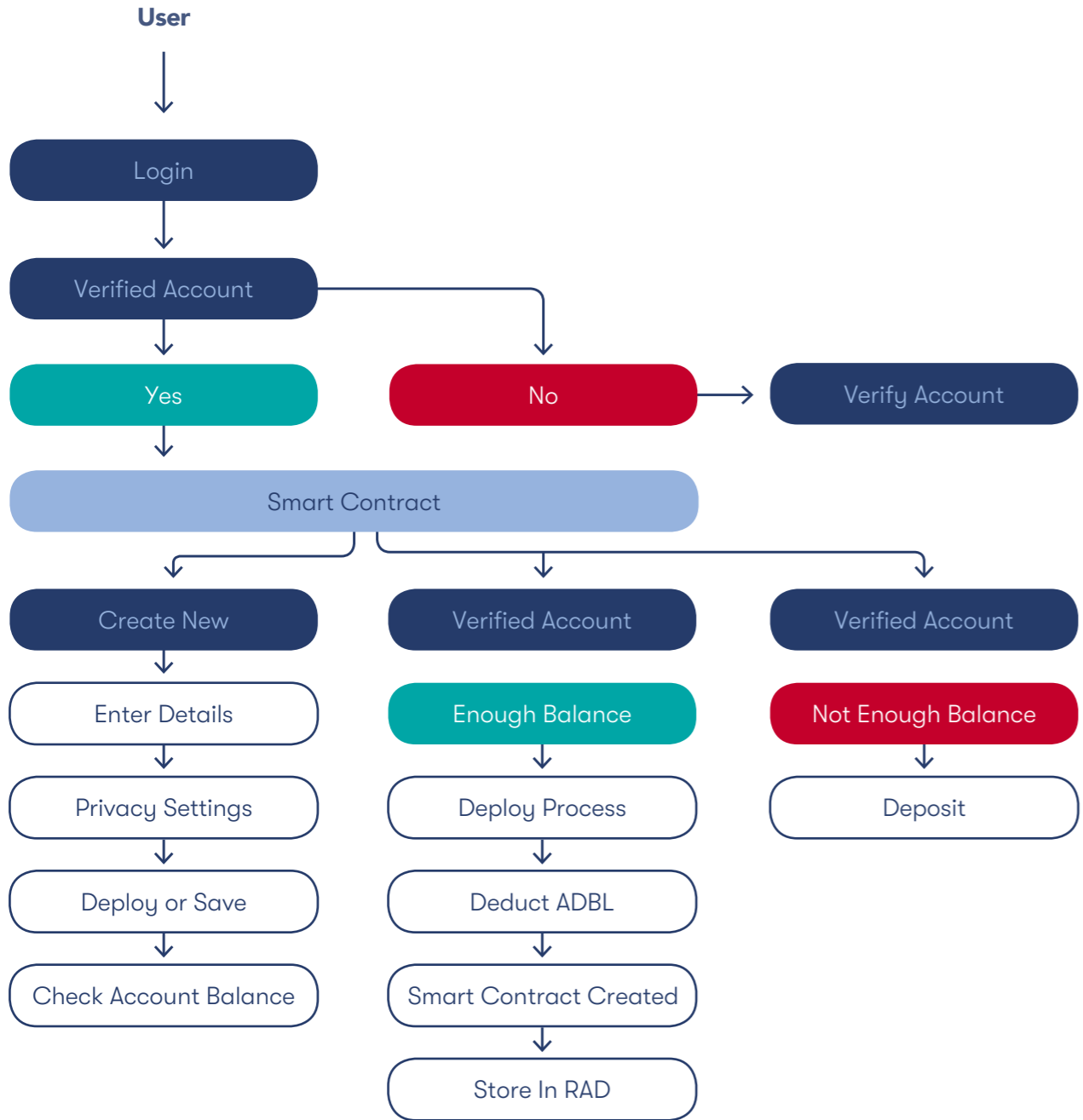


User Model

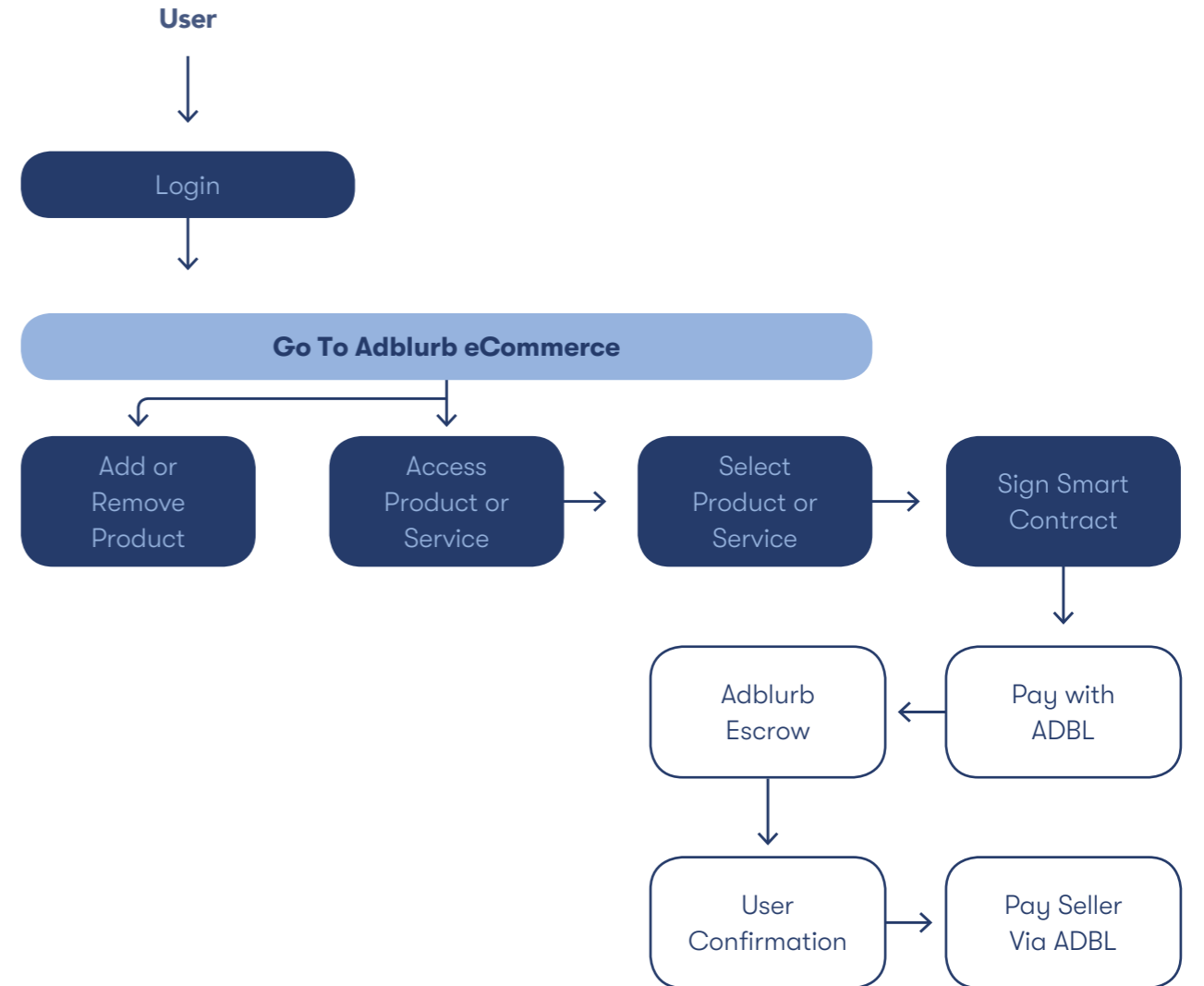




Smart Contract Creation

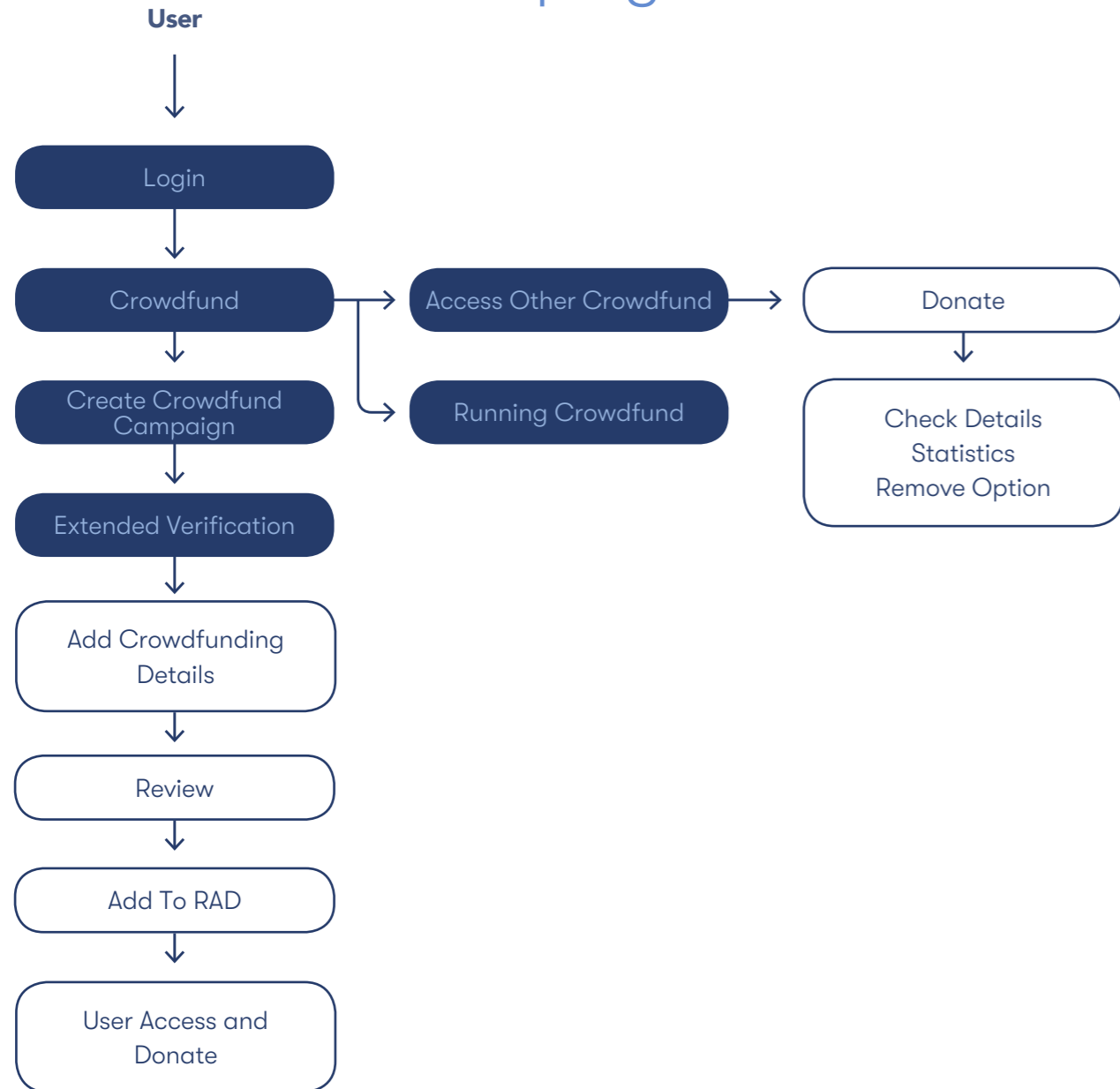


Adblurb eCommerce Marketplace





Adblurb Crowdfunding Campaign



Each web utilization application will have a public API for retrieving information about a user. Advertisers and affiliate network applications shall have an additional private API for providing subsidiary program information.

Data from the blockchain will be collected in real time, then processed and stored in a RAD - (Registry Ads/Application database). Registered users can work with the RAD through the Public or Private API. Because the platform uses the Ethereum blockchain, this peculiarity is needed to assure that users do not have to acquire additional costs by burning gas when they receive data directly.

Such an ecclesiology allows new users to work with the platform without wasting any time, while taking full advantage of decentralized solutions as well as combining with the Adblurb platform. Using the SDK, all present Publication networks will be able to add to their solutions, the exhibitions of the decentralized Adblurb platform.

Operating Provisions for Advertisers

The opportunity to work with any publisher network on the Adblurb platform through the Adblurb web client application(website, Windows, Linux and Mac desktop application) or Adblurb mobile application (IOS/Android) unless a Publisher or an affiliate network forbids this.

The opportunity of electing the defining activity in the event (CPA, CPL, CPI, CPC, CPS). Payment is made only for the selected transaction type included in the smart contract. The option to add other fiat currency or other cryptocurrencies will be available later on.

Easy extension of your own affiliate network with all the tools and affiliate database of the platform.

The opportunity of operating with affiliates directly for a **1% Adblurb Network commission.**

Reliance on the integrity of Publishers(affiliate network). Guaranteed availability of the required number of events for any field of action.

The opportunity to claim transactions through demand centers.



Affiliate Operating Provisions

The facility to work with any registered affiliate network on the Adblurb platform within the Adblurb web client or Adblurb mobile application unless a publisher or an affiliate network forbids it.

Any individual or association matching platform criteria or a specific offer can work with the Adblurb platform.

The right to criticize unconscientious/problematic affiliate networks or advertisers.

Election of an affiliate program and offer according to the best compensation pattern (CPA, CPL, CPC, CPS, CPI).

In the conclusion of collaboration with a Publisher or affiliate network, one can make payments in a convenient form(50% Before the task, full payment before the task, full payment after the task or installments).

Operating Provisions for Affiliate Networks

The opportunity of operating with any affiliate or advertiser through the Adblurb web client or Adblurb mobile app (IOS/Android), if this is not limited by the privacy settings declared by the Advertiser while creating and deploying smart contract for Ad campaign.

The opportunity of creating co-operation for cash input and withdrawal on the platform. Adding suitable advertising contributes to the platform.

If a proposal is added by the publication or an affiliate network, it is considered to be the actual owner of the offer, but the advertiser is its purported owner.

Only the owner of the Ad campaign proposal can execute different engagements with it (change the cost and terms of the deal, add or remove offers, activate and deactivate offers, and so on).

A 24-7 Adblurb support service. Development of Proposal and help with setting up review and tracking services.

Appraisal of the Ad campaign's cost.



13 ADBLURB CROSS CHECK APPEAL AND AUDIT CENTERS ACCAA.

The Adblurb Appeal Centre is a unit within the Adblurb platform that monitors and audits the tools in the service.

Functions

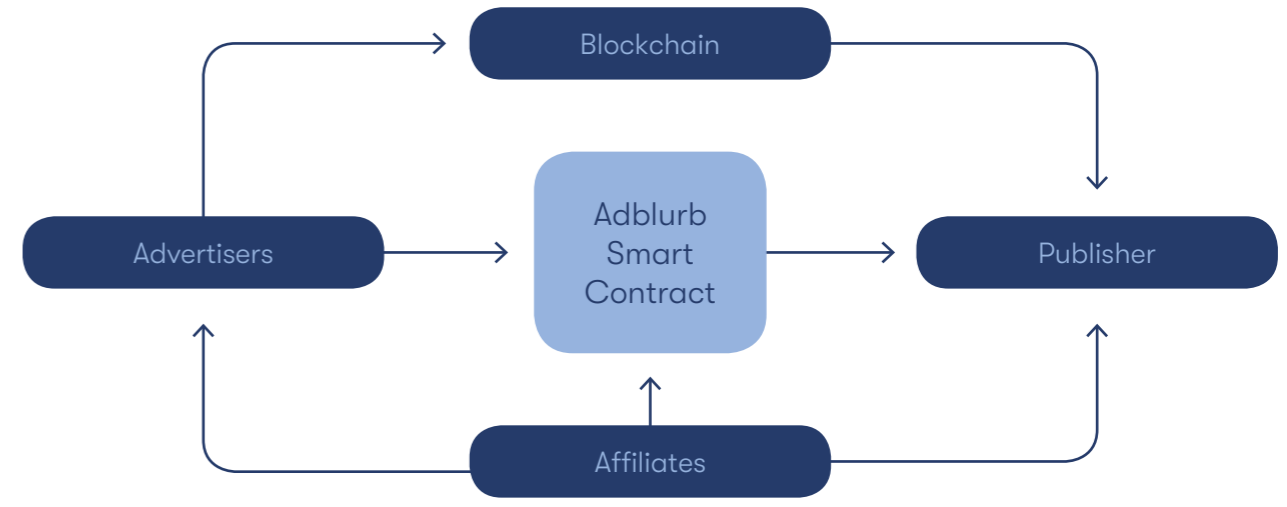
Conducting autonomous inquiries into the claims of advertisers and making arrangements about them.

Monitoring the reputation of platform members.

Verifying affiliates' reputational feedback from advertisers.

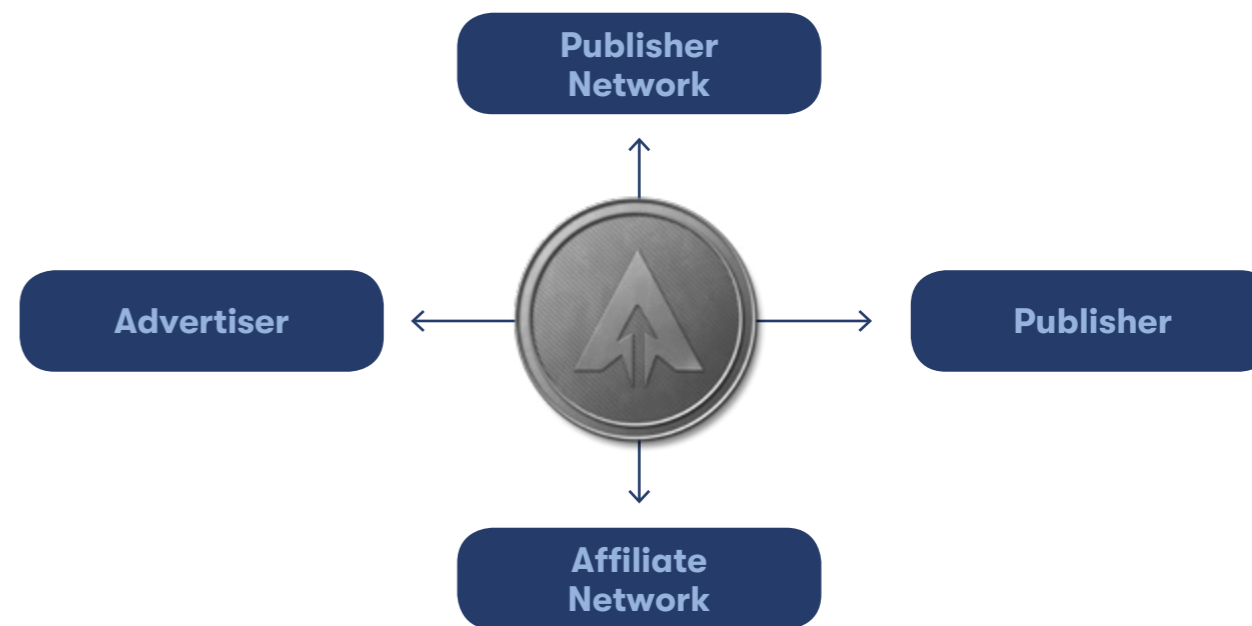
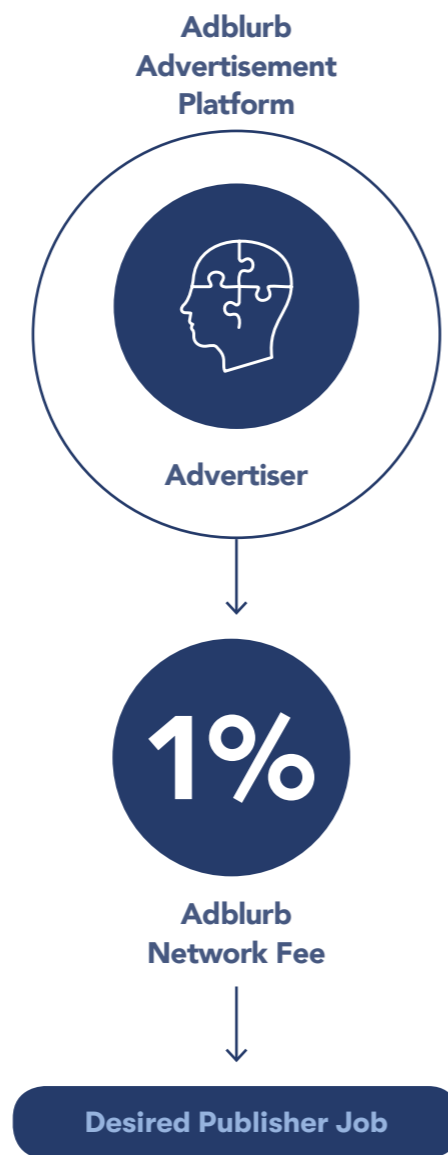
The Adblurb appeal centers have their own rating that is dependent on the approval of impartial and punctual conclusions on an appeals proceeding. If deceitful actions are identified, the Adblurb centers have the right to downgrade the reputation of these members of the platform and to prohibit them from working with the corporations.

Any member of the Adblurb program may appeal the litigation of another member by completing an Adblurb application to the Adblurb CCAA. When an appeal is received, the ACCAA conducts a semi-automatic or manual review of the individuals to the dispute and makes its resolution.



14 TECHNICAL FEATURES OF THE ADBLURB PLATFORM.

The intercommunication between members of the Adblurb ecosystem is directly completed through the Ethereum blockchain. Basic Adblurb platform functionality is achieved through smart contracts.



The Adblurb platform will have a set of decentralized applications (DApps) with the cooperation of which, one can easily add Ad campaigns, goods, services or appeal and review for any specific purpose as well as create custom subsidiary networks from scratch with all the privileges offered by the Adblurb platform. Adblurb will have many pre-established modules, as well as a peculiarity enabling the formulation of custom modules (DApps plug-ins).



Formulation of an affiliate program

Within an advertiser’s decentralized Adblurb web application, an advertiser has the possibility to create their own Adblurb affiliate program, where they can register offers and campaigns on the system by introducing the rules for and the cost of an affiliate’s reward. An affiliate can receive a reward for various types of applications — leads, activities, installs, views, sales and more.

Remuneration amounts are determined in Adblurb Coins.

A remuneration can have a set value, or it may be calculated as a percentage of the value of an attracted Job. It is also possible to fix the cost of a lead in any fiat currency. In this case, the value of a Job will be calculated in Adblurb tokens at the domestic exchange rate.

An Adblurb affiliate program can be created through the following methods

Directly by an advertiser in their personal account.

By a Publisher network on behalf of the advertiser, having become a member in advance.

In the conclusion that a subsidiary program is created by an affiliate network, all editing and publishing rights belong to the affiliate or Publisher network, the data is cached in the network database, and the advertiser is the formal owner.

After the affiliate program is created, its header data is placed on the blockchain. Full data on the affiliate program is located in the advertisers’ RAD database or affiliate network’s RAD database, depending on who the creator of the affiliate program is. To access data in this database, one can use the Private or Public API, whose login credentials are also collected on the blockchain along with affiliate program data. To obtain data through the API, if a user is operating with an affiliate network, or when an affiliate program has a private status, users need a private API key issued to affiliate network members or issued by advertisers upon a Publisher’s request. In addition, the affiliate program has the API credentials of the supporting services such as the Job or sale tracker and the empowered Appeal Center.

Pre-Made Ad Campaigns

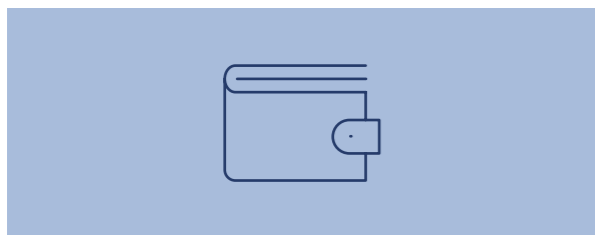
The collected data from the RAD of both advertiser and publisher allow Adblurb to understand the process more clearly and can approach the fully automated Ad campaigns for specific purposes. For this Adblurb will need real-time data access and entry point numbers that will be used by the user to enter data for the ad campaign. This will make Ad campaign creation and execution faster through the Adblurb Network.

Adblurb Main Net Hostings

Adblurb will be using a personal centralized server service along with DDoS Protection against hackers. While on the main net, Adblurb aims to work with decentralized storage and hosting such as Sia Coin and StorJ, however, the Adblurb main net is still under development, and it will be fully active by early 2019.

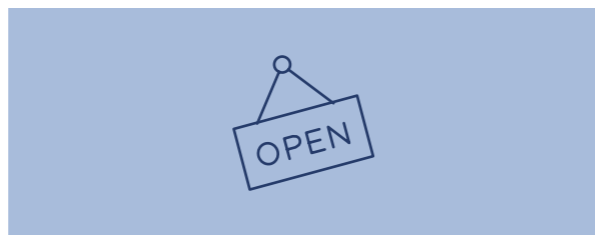


14 FUNCTIONALITY.



Multi-Wallet

Adblurb wallets will be able to hold and store any Ethereum ERC20 standard token. ShapeShift.io integration will allow users to convert between tokens seamlessly straight from their Adblurb account. Functionality will include converting ADBL between ShapeShift supported ERC20 standard tokens or buying ADB directly with other ERC20 tokens. The Adblurb wallet is planned for launch early in Q3,2018.



Marketplace

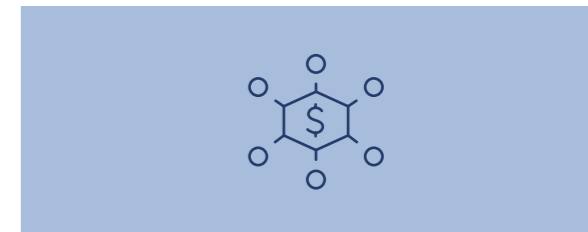
Adblurb is a platform that incorporates advertising, marketing, and e-commerce functions. In simple terms, you can create a "campaign" that represents a good or service. Viewers can see this and find more information in a more detailed version and explore/purchase it directly with their Adblurb coin.



Debit Card

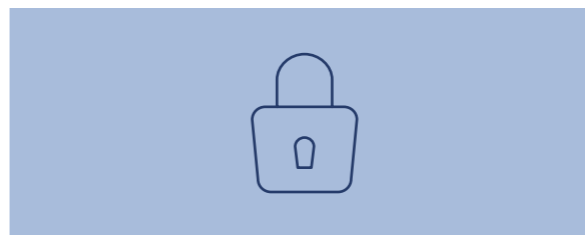
The Adblurb debit card will connect directly to the user's Adblurb wallet. The debit card will allow users to spend their ADBL coins as fiat currency anywhere in the world. Fees will be minimal and as the card uses Visa infrastructure you can use it almost anywhere in the world.

Seamless Apple Pay and Android Pay integrations will follow shortly after. The instant access debit card will cost approximately \$25 in ADBL to order the physical card and approximately \$5 in ADBL to generate a virtual card for Apple Pay or Android Pay.



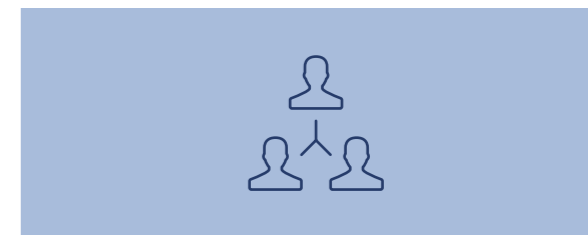
Decentralization

Adblurb plans to go completely decentralized by utilizing already existing blockchain applications. All data and multimedia uploads will be stored on the blockchain by the end of 2019, as stated in our roadmap. The network will be open and transparent to everyone so that advertisers can access all publishers and vice-versa.



TOR and VPN Integration

By integrating open-source software(TOR), we ensure that the users privacy and security is kept at the forefront of our minds, allowing us to monitor and fight back against potential threats to our users information. We hope to keep Adblurb a secure and decentralized network. TOR functionality will be opt-in and only used by the account if requested. We also have plans to use a built-in VPN within both mobile apps that can be paired with TOR to offer extreme browsing privacy while using Adblurb.



Crowdfunding

The Adblurb platform also incorporates crowdfunding ads and functionality, called "FundAds". Any user has the ability to create a FundAd for a specific cause alongside an image and description. Other viewers on Adblurb can then donate Adblurb to the fund and have their name displayed as a donator to that segment.



Privacy

We ensure that users have full control over both their data and accounts privacy. This is why we have created two very basic privacy settings within your account.

Visibility: Whether or not you would like your ad segment displayed to the specific geographical area.

Approval: Whether you would like to approve each ad as they show by accepting all terms.



Account Types

Adblurb will have an account type for both publishers and advertisers. Upon signing up, users are prompted to select an account type that best suits them. By default, a user account is best aimed at the average everyday user. Users can switch between account types at any time simply from their account settings page.



Mobile Applications

Adblurb will be available on websites and web application and will also be available for download on the iOS App Store and Google Play Store. All features available on the web platform are also incorporated into both mobile applications. Both versions are compatible with push notifications so that you can receive updates directly to your device in real-time.



Instant Access Debit Card

We will use a technique called JITF (Just in Time Funding). Here's a breakdown of how an entire transaction will work using the Adblurb debit card:

- The user has issued a physical or virtual Adblurb debit card that is linked to their Adblurb account wallet.
- The card contains \$0 at all times.
- The user swipes card to pay for a purchase.
- The transaction is sent to our server.
- Server checks which fiat currency is requested (USD, AUD, EUR).
- Adblurb checks if user account wallet contains enough Adblurb coin (ADBL) to make the purchase.
- ADBL is then sold for requested fiat.
- Fiat is moved to the debit card.
- The transaction is approved.
- Card balance is back to \$0.

The debit card will be built on Visa infrastructure and will be integrated with the Adblurb backend API for all transactions.



15 TECHNICAL INFORMATION.

Ad Platform

The ad platform will show very basic metrics when first launched and may be expanded in the near future. Ads will be targeted to specific functions upon initial launch, although we do have plans to improve this in the near future.

Blockchains

The Adblurb platform will utilize multiple existing blockchains for ADBL transfers, data storage, and multimedia uploads.

Transfers

As ADBL is an ERC20 based Ethereum token, it is only logical that Ethereum will be used for all transactions within the marketplace, ad platform, crowdfunding, token swapping, and all other related currency transfer features. All marketplace purchases will be first sent to a master account controlled by Adblurb, the 1% fee taken, and then rest forwarded to the seller's address. Both transaction fees will be absorbed by Adblurb, not the seller.

VPN

The built-in VPN will be opt-in only and available within the IOS and Android applications only. The functionality will be an integrated client and will rely on an open source software VPN. The decision of which open source application to utilize may change prior to implementation.

Multi-Wallet

Each user on Adblurb will be assigned a multi-wallet address that supports all ERC20 based tokens. The wallet will rely on Ethereum's open source Web3 project for transfers and signing transactions.

Onion Router

Onion Router offers multiple different integration solutions such as their open source packages (Orbit), router API, TOR Browser, and much more. We will first offer a beta for a TOR Browser integrated client to test how it runs on the Adblurb network.

16 FUTURE VISION.

Adblurb has the potential to become the advertising coin for the Ad world.

The goal of Adblurb is to become the replacement for online advertising payment systems, which are in heavy need of a replacement.

Adblurb is a coin that will help companies and organizations that deal with internet marketing, email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. It will be used by advertising companies, traffic providers, and cryptocurrency exchanges, common people who want to deal with cryptocurrencies, investors and anyone who is dealing or connected with the advertising world.

Because of this, many large stakeholders in the marketing community will be keen to get their hands on Adblurb and utilize its functions to better reach their target audience.

Buy-Back Program

We will be allocating 10% ADBL to the Adblurb Team, 10% to our advisors, 5% to Adblurb Bounty Program, 5% to Adblurb Pool and for our ICO, 70% ADBL will be available for investors to purchase during the ICO period. We will be launching a buy-back program on the exchange also. This way, ADBL will be purchased with ETH or BTC instead of being allocated free of charge to team members. A total of 5% of all ADBL in circulation will be purchased back during the first 24 hours to help ADBL enter a bullish trend.

Unsold Coins

Our smart contract is set to only create (mint) coins/tokens as it accepts ETH. Therefore, there will be no unsold coins remaining after the ICO has been finalized.

Minimum Goal

If the minimum goal is not set, full refunds will be made via the smart-contract.

If the main ICO does not pass the minimum specified amount, all remaining Pre-Sale and Pre-ICO funds will be returned to the investors minus marketing expenses.



17 ICO DETAILS.

Coin Specifications

Adblurb is a decentralized peer-to-peer cryptocurrency provided by Ethereum Blockchain with agile contract features.

Role of coin/token: Used to purchase advertisements, goods and services as payments on Adblurb.

Maximum Supply: 100,000,000 ADBL

For ICO: 70,000,000 ADBL

Emission rate: No new tokens will be created

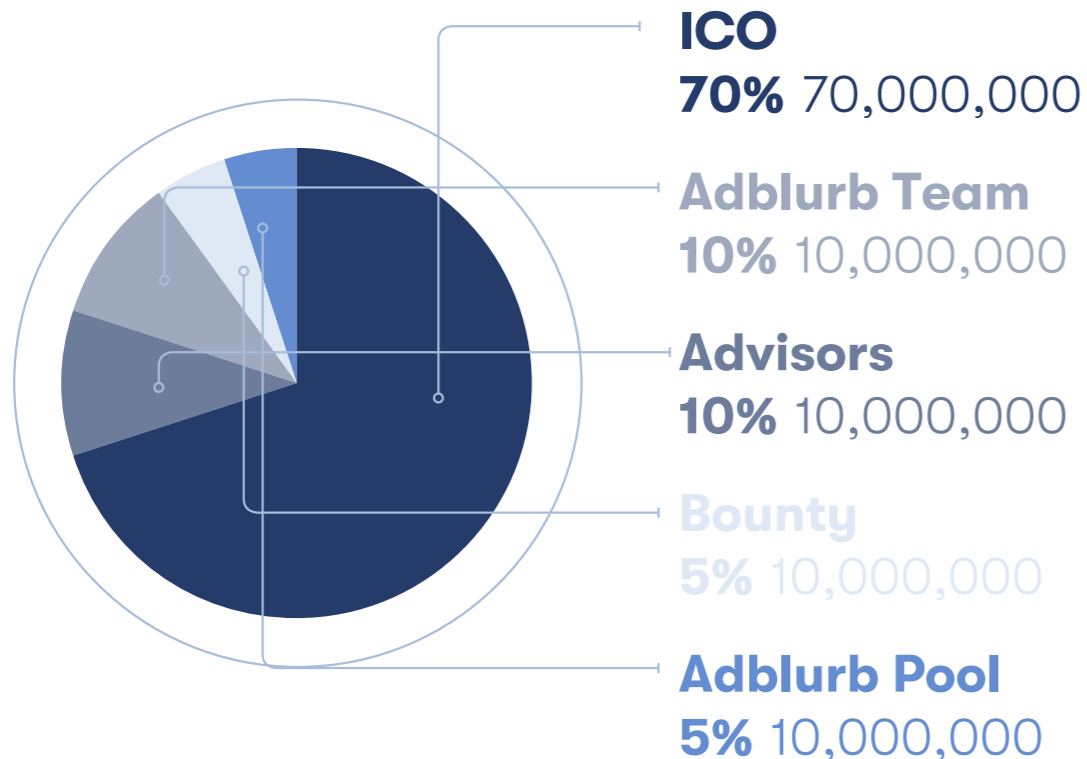
Accepted Currency: Ethereum only

Coin Distribution: Contract will distribute coins/tokens instantly upon receiving ETH.

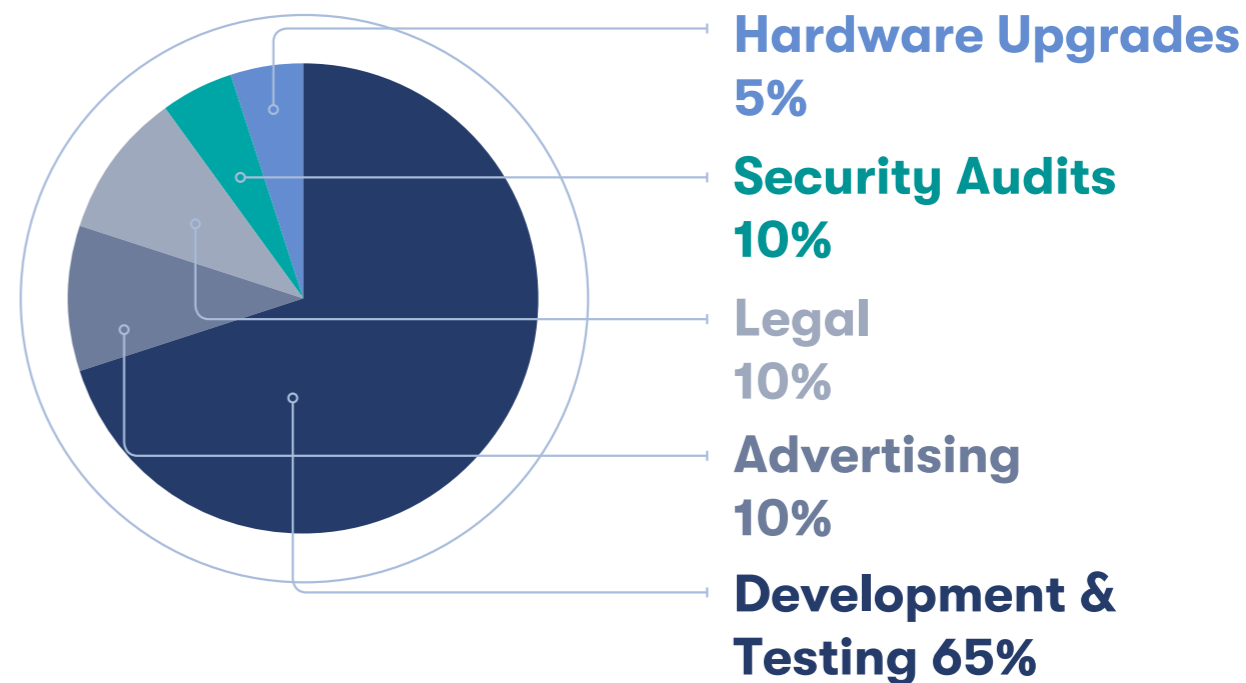
Minimum Goal: 2000 ETH

If minimum is not met, refunds will be issued via the smart-contract.

Coin Distribution



Fund Distribution



All raised funds from the ICO will be liquidated slowly to ensure no market disruptions.

ICO rates, bonus & dates

Total Duration 3 months



Adblurb will not undertake any whitelist of private sale during it's ICO.

The ICO period is broken up into four separate sections, as seen above and users must be registered and pass a KYC (Know Your Customer) test before being eligible to participate in the token sale.

Pre Sale

Our Pre Sale has an exclusive bonus rate of 9600 ADBL per 1 ETH and includes a 20% bonus for the entire period. This pre sale is aimed to raise funds to advertise and market the main ICO. We are planning multiple approaches of digital marketing such as banner ads, press releases, signature campaigns and social media.

Period: 1-03-2018 to 31-03-2018

Available For Purchase: 20 Million ADBL

Pre-Sale Rate: 1 ETH= 8,000 Adblurb Coin (+20% Bonus)

Minimum Amount: 0.15 ETH

Minimum Goal: No Minimum Goal

Hardcap: 2,083 ETH

Use of Funds: Marketing and Advertising Adblurb ICO

Pre ICO

Our ICO structure will perform an immediate exchange of Adblurb coins from your contributed Ethereum.

Period: 1-04-2018 to 30-04-2018

Available for purchase: 25 Million ADBL

Pre ICO Rate: 1 ETH= 6000 Adblurb Coin (+15% Bonus)

Minimum Amount: 0.15 ETH

Minimum Goal: No Minimum Goal

Hardcap: 3,623 ETH

Use of Funds: Adblurb MarketPlace Development

Main ICO

Our ICO structure will perform an immediate exchange of Adblurb coins from your contributed Ethereum.

Phase 1

Period: 1-05-2018 to 15-05-2018

Available For Purchase: 15 Million ADBL

Phase 1 Rate: 1 ETH= 4500 Adblurb Coin (+10% Bonus)

Minimum Amount: 0.15 ETH

Minimum Goal: No Minimum Goal

Hardcap: 3,030 ETH

Use of Funds: Adblurb MarketPlace Development

Phase 2

Period: 16-05-2018 to 30-05-2018

Available For Purchase: 10 Million ADBL

Phase 2 Rate: 1 ETH= 3500 Adblurb Coin (No Bonus)

Minimum Amount: 0.15 ETH

Minimum Goal: No Minimum Goal

Hardcap: 2,857 ETH

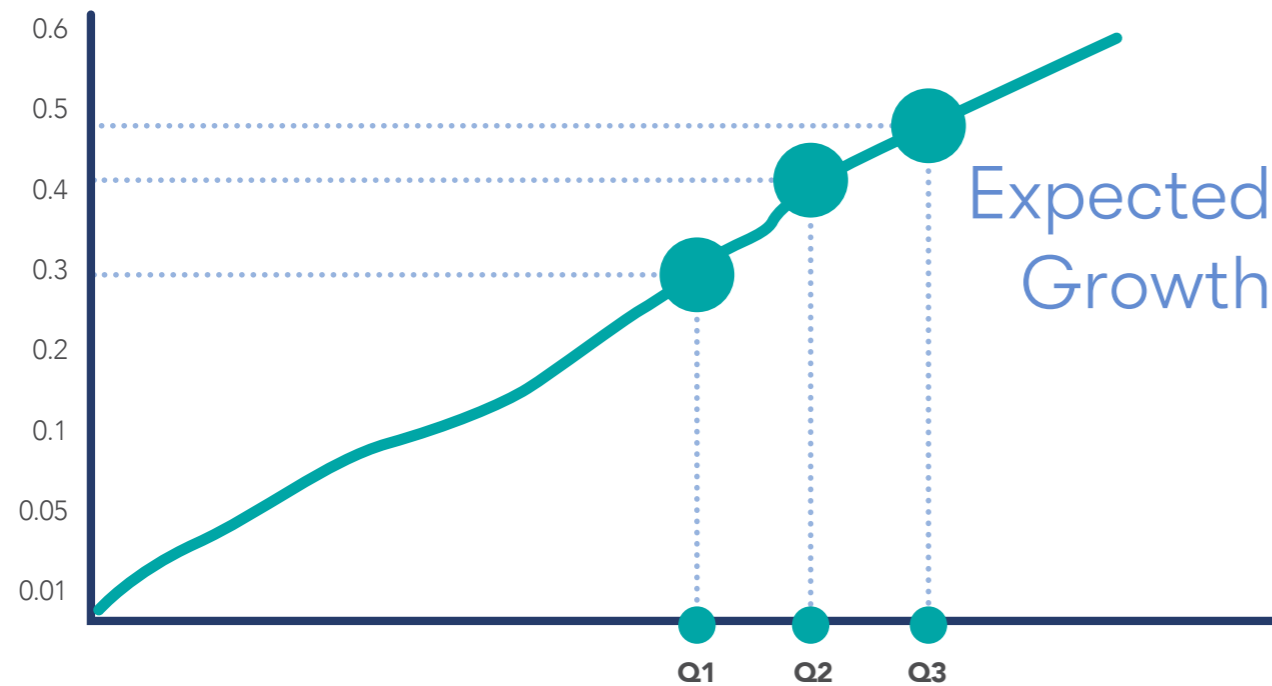
Use of Funds: Adblurb MarketPlace Development

Value Hypothesis

Know that Adblurb team will not have any control over ADBL Price after the ICO ends.

We have set the technique by which ADBL price should rise. ADBL is used for the Adblurb platform, for P2P transferring and trading on different exchanges, so it is highly likely that the price of ADBL will continue to rise after the initial ICO price.

During the ICO, the price of ADBL will grow about 270% in a three month period. After being listed on exchanges, we will purchase 5% of the total available ADBL so that upper graph will be maintained for ADBL.



Rules for Contributing

There are strict rules and precautions to follow while participating in the Adblurb ICO.

1. Send ETH from your personal Ethereum wallet (such as MyEtherWallet, Metamask, Parity, Mist or Ledger).
2. Do not send ETH directly. First check the method to send. Information will be available on the Adblurb website as a video tutorial and on various social media platforms.
3. Gas Limit to 200,000. (Optional)
4. Do not send funds from exchanges like Coinbase, Poloniex etc.
5. Do not send your funds to the crowd sale before the ICO period begins.
6. ADBL will be sent immediately to the wallet from which the ETH arrived.
7. Before contributing to the ICO, please make sure you have read and agreed to our all legal and terms documents available on our website. Also, contact our team if you need further support in the token purchasing process.



18 MARKETING STRATEGY.

In its journey, Adblurb will rely essentially on the team's vast experience, as well as its relationships, affiliates, and clients and on public domain level support.

The current advertising method and companies will be eventually replaced by the Adblurb Marketplace. Adblurb has a very bright opportunity to be the Bitcoin of the advertising and marketing industry.

Adblurb plans to focus on the following markets.

Asia: China, India, Japan, Thailand, Japan, Saudi Arabia, Indonesia , Taiwan, UAE, Russia

North America: United States, Canada, Mexico

South America: Brazil, Argentina, Chile, Bolivia, Peru

Europe: Germany, Great Britain, France, Netherlands, Ukraine, Norway, Czech Republic

More than 50% of total collected advertising fund is from the above counties as per a recently conducted survey.

Today, Performance marketing techniques are continuously gaining demand among advertisers, especially in the countries listed above.

Potential markets for Adblurb.

- E-commerce
- Travel and Tourism
- Mobile Applications
- Financial Services
- Real Estate
- Vehicles
- Art Industry
- Bloggers and Vloggers
- Charity Activities
- Journalism
- Marketing and PR Industries
- Freelancers
- Crowdfunds and ICO
- Law firms
- Science and Tech Industry
- Healthcare Industry
- Hospitality (hotels, restaurants)
- Banking Industry
- Airlines
- Insurance Companies
- Music Industry
- Brand Companies

Adblurb will be available for everyone, owned by everyone and most importantly trusted and loved by everyone.



19 KEY MILESTONES.

1

Stage 1 Entry Level 5 Million

- Adblurb start hiring development team
- Start working on ecosystem development
- Collecting data from sources
- Hire professionals and consulting on different subjects
- Demo Beta version
- ERC20 Adblurb wallet Integration
- Users property Accounts, Advertisers and Publishers
- Simple campaign algorithm
- Start Adblurb web application UI design
- Debit card visa infrastructure opening
- Adblurb Lending functions open

2

Stage 2 Start Level 10 Million

- Affiliates and registry data solution
- Long-term blockchain proof ecosystem
- Wallet security and history records
- Ad campaign review service open to all users
- Rewards based review system
- Publishers website registry of data AI
- Wallet security Enhancement
- Adblurb windows and desktop web application AI design
- Adblurb network ecosystem and root patents
- Adblurb Visa Card launch
- Adblurb charity function launch
- Adblurb web application launch

3

Stage 3 Target 15 Million

- Open and transparent protocol
- Users ability to switch accounts from Publisher to Advertisers
- Full-service Ad campaign registration
- Reward-based affiliate network registration
- Direct access to all available source of advertising
- Function target on Ad campaign
- Ad cost algorithm
- Adblurb windows and desktop web application upgrades
- Adblurb API Versions for direct publishers and affiliates

4

Stage 4 Advanced Mode 20 Million

- Basic Ad campaign analysis
- Geo-targeting Ad campaigns
- Different type of Advertisers and Publisher text, review, video, etc
- Strick background checking of utility
- Secured and fraud proof environment by installing tor and VPN
- Crowdfunding Ad preparation
- Social message ad combo
- Boost advertising
- Mac web application
- Android and IOS mobile application

5

Stage 5 Full Establishment 30 Million+

- Country localization
- Collaborating with other companies
- Android and IOS mobile Application
- Real-time Ad campaign forecast and budget
- Full access to B2B, P2P, P2B, B2P business applications and opportunities
- Reward-based different micro tasks
- Blockchain server security operation
- Boost Publishers and Ads availability
- One click Ad campaign setup
- Upgrade mobile and web application

20 ROAD MAP.



Q3 2017

Our team of experienced and skilled developers get together and establish a goal towards solving the various problems in the advertising world and develop the one-stop solution to provide a better, faster and more secure network for advertising.

Q4 2017

Perform an advanced and detailed survey of the current advertising system, core services and future infrastructure services. List different problems and its solutions for the Adblurb network management.

Q3 2018

Adblurb token trading on all the major exchanges.

Enabling new adblurb assets (customer data) to be leveraged in support of 3rd party business processes.

Q3 2018

Adblurb Main Net Beta will be launched with all the services and functionality.

Q2 2019

Organic growth through the continued development and addition of new services to the Adblurb platform and embracing new products and additional revenue streams.

Q1 2018

Adblurb ICO start - With 3 stage Pre-Sale, Pre ICO, Main ICO Phase 1 and 2.

Start collecting funds for further Adblurb development.

Q2 2018

Beta test on main net development and adblurb ad-server development with analytic research on the market.

Q2 2018

Start the process to list Adblurb coin on all major exchanges. Start approaching the Publishers and Advertisers to join the Adblurb platform.

Q4 2018

Adblurb iOS and Android application development and launch.

Q2 2019

Collaboration with other leading companies.

Building value through Adblurb-owned online properties and 'over-the-top' services.

Q2 2018

Adblurb coin web and mobile wallet application development and launch, allowing users to check the Adblurb transactions over the Adblurb explorer.

Q1 2019

AdServer update for Adblurb dedicated to publishers and advertisers that will allow them to directly trade ads using the blockchain network and maintain Adblurb network security.



21 OUR TEAM.



Luc Brunelle
Founder & CEO

Luc Brunelle is the original founder & CEO of Adblurb Marketing Limited. Luc is an enormous proponent of decentralization and blockchain technology. Luc Brunelle is in charge of advertising development, notably deploying the application worldwide and ensuring smooth running of the day-to-day business activity. Regarding the ICO's operation, Luc handles the investor relations.



Herbert Hill
Co-Founder & CTO

Herbert has been interested in programming since a young age and wanted to be involved in a decentralized project, as he believes it is the future of the Internet. Herbert plays a key role in developing smart contracts and general system architecture.



Moore Archibald
Head Director & COO

With a passion for web development and creating new technology, Moore is determined to make Adblurb the advertising solution for everyone. Moore plays a crucial role in managing the development of the Adblurb desktop clients and web portal.



Oliver Holmes
Marketing Director & Advisor

Insightful and multi-talented, Oliver has been phenomenal in giving shape to many innovative marketing ideas. A PR professional who has served as Marketing and Communications Manager for many different national and international crowd sales and charities, he brings value to Adblurb from multiple angles. Holmes has advised for and managed several projects in the blockchain space, playing a strong role in many successful ICOS.



Imogen Payne
Cyber Security Advisor

Imogen is a recognized cybersecurity leader and tech influencer. She has invaluable knowledge and research on the basic uses and applications of Cybersecurity, and can follow it up with the function, purpose, and perspectives that are held have by today's generation.



Rhiannon Lane
Digital Advertising Manager

Rhiannon has a deep knowledge in the field of digital advertising with a demonstrated history of working in the online media industry. Strong entrepreneurship, with skills in SEO, Customer Acquisition, E-commerce, Digital Marketing and Data Monetization, with a strong focus, strategic mindset and a creative talent, Rhiannon is outstanding in developing out-of-the-box digital approaches in the fields of content marketing.





Eilidh OConnor
Senior Developer

Eilidh will be crucial in developing business critical solutions in the fields of telecommunications and healthcare. A software architect, entrepreneur and a tech explorer with masters in information sciences. Eilidh is a master of Java SE & EE, and has recently been focused on exploring blockchain technologies.



Dr. Arthur Griffin
AI Graphics Designer

Dr. Arthur Griffin studied Computer Science at the Delft University of Technology in The Netherlands and holds a Ph.D. in Artificial Intelligence from the University of Southampton, UK. He is specialized in planning and dispatching software for emergency services. A successful stockbroker, entrepreneur, and business owner, Dr. Griffin has had great success trading and speculating on many markets. His latest paper on AI and Blockchain impressed many big players in the market.



Byrne Samuel
UX/UI Web Developer

Byrne is a full-stack developer and works as a UX/UI developer. Byrne is a keen researcher of Neural Networks and Machine Learning. With a master's degree in Computer Science, he is a very good supporter of Adblurb and will assist with development of the web application. Byrne is an experienced graphic designer focused on UX/UI and data visualization. He has been involved in many innovative projects in the field of IoT, AI, E-Commerce and more.



Bates Gilbert
Solidity & Blockchain Expert

Bates is a counselor for Ethereum and other cryptocurrencies and a strong believer in technology's ability to enhance the world around us. Bates has been an Ethereum enthusiast since 2014 and also operates various Ethereum & Bitcoin websites and projects.



Walter Rose
Core Developer & Community Builder

Besides having a vast amount of experience in programming and planning of digital systems, websites information architecture, and applications, Walter is an expert in digital marketing, consulting on planning, design, and implementation of digital solutions and training of users. Walter holds a BSc degree from the Faculty of Informatics and Computer science of the University of Lancaster.



Johnston Alec
Technology Researcher

Johnston Alec is very enthusiastic about the crypto market and his constant research on the current and upcoming development will be invaluable to Adblurb. Johnston can apply the mechanism design approach to review several cryptocurrency technologies to identify some essential features of cryptocurrency that can help implement constrained efficient allocations.



22 CONCLUSION.

Below you will find a brief summary of what has been discussed in this paper.

Current Centralized platform



High Commissions

Advertiser in total pay about 35-40% of their total cost to bank fees, payment systems, different agencies and for the ideal place.



High Cost

Currently, overall every affiliate or publisher gets the lower rates for the job they have provided.



Difficult Start

Major platforms are operating as high admission start for affiliate networks that makes the process very complex from the beginning.



Work Instability

Current platforms are dependent on affiliate networks when they stop working, the whole platform vanished away.



Middle Man

On current system, middleman is everywhere that is the main reason behind unbearable monopolies and cost.

Adblurb Platform



Low Commissions

Adblurb takes 1% commission for transactions and the reduction of mediators make the platform more profitable for advertisers and publisher and even for microtasks.



Free Use

Adblurb provides the facility using its blockchain platform to all affiliate networks at no additional cost.



Easy Start

In Adblurb platform, the user defines the purpose - Advertiser or Publisher so that specific functions and services are provided on the go while each publisher and advertiser achieves access to the principles for work.



Trusted Stability

Adblurb decentralize model is not influenced so that ads continues even if an adjoining has failed.



No Middle Man

Adblurb removes the possibility of middleman to even exist in the network.

23 ADBLURB PLATFORM FUTURE PLANS.

Adblurb understands that affiliate networks currently operate with declaration currencies only.

However, opportunities for buying goods and services via cryptocurrencies are swiftly growing.

The crypto industry is a new and fast-growing market, and Adblurb can offer new possibilities to its participants. Of course, the presence of Ethereum wallets and the need for the use of smart contracts require certain limitations on participants of the system, expecting them to have an adequate level of technological expertise and supplies. Adblurb will provide support to network participants who are not ready to build their own specialized solutions using the Adblurb SDK.

Adblurb will offer a simpler, more automatic web-based application (for which both desktop and mobile versions will be available), the server perspective of which realizes all of the above reasoning and inscribes smart contract methods using the service API. This does not disrupt the policies of openness and decentralization, as all operations will continue to be performed through the blockchain, but via the Adblurb API. Platform participants will then be able to simply acquire an account on the Adblurb system, add the required resources using any convenient currency and start work using the system.

Using Adblurb, advertisers work directly with affiliates and save around 45% of their advertising budget. The Adblurb license for the deal legislates 1%.

The development of such blockchain projects as AdEx, qChain, adChain, HOQU, Adbank, Adpump, ThriveLabs and Papyrus proving the great potential of the blockchain industry. However, the variation of conventional advertising exchanges to blockchain systems, which these outlines offer will not essentially change the way the market works. Sooner or later, established models will yield to the future.

In 2018, Adblurb plans to extend active development of the project and update its releases. There is great potential for the use of Adblurb in the areas of cryptocurrency retail and e-commerce, cryptocurrency exchanges and services, as well as in affiliate programs for ICOs and token sales. The team's further plans for platform development will be announced subsequently.

IMPORTANT LINKS.

If you have any questions about Adblurb, our team, our technology, or anything in between, feel free to reach out at the below links.



Website



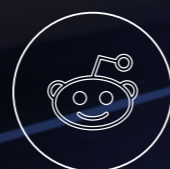
Facebook



Telegram



YouTube



Reddit



Instagram



Twitter



Medium



Bounty

DISCLAIMER.

The Adblurb Project clearly defines what Adblurb Coin is and what it is not. Let us begin with the following.

Do not confuse Adblurb with a company doing a digital IPO. Adblurb Coin does not represent equity nor are they cryptographic shares.

Adblurb Coin holders are not entitled to dividends in any form or revenue sharing, although they'll have to bear a small transaction fee (Gas) within the Ethereum network.

Do not confuse Adblurb with the distributed autonomous organization (DAO). Adblurb Coin does not represent shares of any organization. There is no autonomous code responsible for issuing the coins, holding the money collected from the coins' sale and contracting third parties to develop the network.

Do not confuse Adblurb Coin with debt. There is no interest rate or promise to pay back the principle.

Do not confuse Adblurb Coin with convertible notes. There is no future equity promise, and there is no vesting period. Adblurb Coin is ready for free trade on crypto-exchanges immediately after the distribution without limit.

Adblurb Coin is a form of digital currency needed to access the service provided by the network.

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www.adblurb.io