



Blockchain Programmatic Corporation [Follow](#)

Blockchain Programmatic Corporation (BPC) develops and operates the first blockchain-based prog...  
Sep 21 · 3 min read

## Doing Business on the Open Programmatic Marketplace is Back!

Programmatic Advertising Evolves into the Blockchain Technology



Digital advertising has reached an all-time peak. In 2017 alone, nearly 40% of all product and service promotion/revenue was generated via the Internet. A revenue stream exceeding **\$200+ billion dollars!**

Small to medium publishers and advertisers, attempting to tap into this vast source of capital, have neither the resources nor the brand-recognition to make an impact via the old-model of open marketplaces —summarily inundated with a bevy of complicated issues and outdated standards.

*Programmatic Advertising* (an *Artificially Intelligent* driven system of automated buying and selling of digital media), needed to evolve and allow real-time bidding (RTB) and valuation of inventory for both buyers and sellers (reducing exorbitant “middle-man” fees). *Blockchain Technology* was the next logical step in this evolution.

Imagine a world-wide network that distributes advertising clout like currency (think: *Bitcoin*). This scalable system generates ad ROI with

the added benefit of an unprecedented level of transparency, trust, and fraud prevention (something Programmatic Advertising ultimately failed to accomplish).

### **Blockchain Programmatic Corporation Leads the Programmatic Advertising Evolution**

**Blockchain Programmatic Corporation** (BPC) is pioneering the development and accelerating the evolution of programmatic advertising, taking advantage of blockchain technology as a new industry standard. The company is changing the face of how publishers and advertisers interact in a distributed marketplace utilizing the next generation digital eco-system called the **BPC Platform**. With the power of blockchain technology, BPC can offer greater RTB speed, security, and data-management to all the participants seeking to optimize their programmatic advertising investments.

Some of BPC newest and most exciting innovations include:

- *Small- to Medium-sized Business Focus*—BPC is optimized for enterprises who were formerly shut out of the private markets by giving them the advantage of decentralized data-management and full transparency without necessity to invest a fortune into excessively expensive tools.
- *Robust & Easy-to-use Self-Service Tools*—BPC customers have access to a suite of new, powerful, and fully-intuitive self-service tools from Blockchain Demand Side Platform (BDSP) that allow them to seamlessly access the blockchain distributed network—giving them a more lucrative programmatic advertising experience.
- *Price & Fee Transparency*—With Smart Contract Ad Exchange (SMARTEX), blockchain programmatic auctions provide the same, if not more improved, level of transparency as private marketplaces; with the added advantage of better valuation of supply and inventory across multiple distribution channels. Furthermore, fraudulent IPs & device IDs are summarily blacklisted generating a new level of open transparency for the marketplace, with improved traffic, and fair proceeds distribution.

BPC was founded by a team of Silicon Valley visionaries with over twelve years of advertising technology development experience, serving over **three billion impressions everyday**, and hold *over 70 patents* (including the patent for Multilayered Blockchain approach used to build BPC blockchain).

### **BPC is Right For You**

Whether you are a small or large publisher or advertiser, whose programmatic advertising efforts are getting thwarted by poor traffic, mismatched valuation, and excessive fees in the private markets, *BPC Platform* is the right solution for you.

For supply-chain advertisers, your challenges of reducing over-priced inventory now has an answer. BPC transparency innovations, unique data-management system and mutually beneficial approach offer the platform participants a better way to maximize advertising investments.

Why struggle to break into antiquated private markets that hold no value? With *BPC Platform* doing business on the open marketplace again has never been more exciting...*or profitable*.

*Please check [BPC Website](#) today to learn how BPC Platform is going to disrupt the Programmatic RTB market and find out details about the upcoming token sale.*

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<h1>Doing Business on the Open Digital Marketplace is Back!</h1>
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<h2>Programmatic Advertising Evolves into Blockchain Technology</h2>
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Small to medium publishers and advertisers need to tap into this vast resource but they have neither the resources nor the brand-recognition to make an impact via the old-model of open marketplaces inundated with a bevy of complicated issues and standards.

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*Programmatic Advertising* (the automated buying and selling of digital media), needed to evolve and allow real-time bidding and valuation of inventory for both buyers and sellers (reducing exorbitant "middle-man" fees). *Blockchain Technology* was the next logical step in this evolution.

<br><br>

Imagine a world-wide network that distributes advertising clout like currency (think: <a href="https://bitcoin.org/en/" target="\_blank" rel="noopener"><em>Bitcoin</em></a>). This scalable system generates ad ROI with the added benefit of an unprecedented level of transparency, trust, and fraud prevention (something Programmatic Advertising ultimately failed to accomplish).

## <h2>Blockchain Programmatic Corporation Leads the Programmatic Evolution</h2>

<strong>Blockchain Programmatic Corporation</strong> (BPC) is pioneering the development and accelerating the evolution blockchain technologies. We are changing the face of how publishers and advertisers interact in a distributed marketplace utilizing a next generation digital eco-system called the <strong>BPC Platform</strong> (BDSP, DDMP, and SMARTEX). Speed, security, and data-management are at the core of our efforts to ensure that our customers have access to the best possible blockchain resources available.

<br><br>

Some of our newest and exciting innovations include:

<ul>

<li><em>Crypto IDs</em> —BPC is committed to security and fraud prevention. Our user identification system, built upon blockchain technology, will make it impossible to fake new IDs and substitute a quality ranking with an existing one.</li>

<li><em>Price & Fee Transparency</em> — Blockchain programmatic auctions provide the same, if not more improved, level of transparency as private marketplaces; with the added advantage of better valuation of supply and inventory across multiple distribution channels.</li>

<li><em>Improved Traffic Quality</em> — With blockchain technology, the entire transaction life-cycle is tracked from bid to fulfillment. Fraudulent IPs and device IDs are summarily blacklisted generating a new level of open transparency for the marketplace.</li>

<li><em>Transparent Bidding Process</em> — Buyers and sellers, publishers and advertisers are properly matched based on intent and pricing goals, which makes for mutually beneficial contracts. The guesswork of lining up the precise audience demographic for a seller is taken out of the equation.</li>

<li><em>CPM Token</em> – A custom form of digital payment that eliminates the issues associated with cross-border transactions.</li>

</ul>

BPC was founded by a team of <a href="http://relevad.com/about" target="\_blank" rel="noopener">Silicon Valley visionaries</a> with over twelve years advertising technology development experience, serving over <strong>three billion impressions everyday</strong>, and have four television and display patents.

## <h2>BPC is Right For You</h2>

If you are a small to medium-sized publisher, whose programmatic advertising efforts are getting thwarted by poor traffic, mis-matched valuation, and excessive fees in the private markets, then **BPC Platform** is the right solution for you.

For supply-chain advertisers, your challenges of reducing over-priced inventory now has a solution. Our established relations with global brands, transparency innovations, and unique data-management systems, offer our customers a better way to maximize your advertising investments.

Contact one of our [BPC Representatives](http://bpcplatform.com/) today to learn how our BPC Platform can help your organization can reap greater advertising rewards!