



Bots, however, can not only create fake traffic. More advanced bots can even fill out sign up forms to defraud pay-per-lead affiliate marketing campaigners and, thereby, create a new problem for advertisers who are trying to get the most of out their ad dollars spent.

## **How the Blockchain Can Defeat Ad Fraud**

Blockchain technology, the technology that underlies the digital currency bitcoin, can be augmented to be used for a wide range of purposes as its key value proposition is its ability to record, store and transfer data in a secure fashion.

Again, this is where the blockchain can intervene. A company that aims to do exactly that is California-based iBuildAppnetwork, which is about to launch the iBuildApp adNetwork.

For the advertising industry, the blockchain can ensure that advertisers only pay for real views, clicks, sign ups, and other conversion-related actions by recording all actions in an immutable and transparent manner. It can do that, for example, by encrypting impressions and broadcasting them to all members of the blockchain, who can then approve them. This ensures transparency and helps to identify fraudulent activity in real time when it occurs.

John Koetsier, mobile economist at Tune,Â believesÂ that â€œfraudsters capitalize on complexity and use the cracks in the system to inject their poison.â€

## **Blockchain Technology in the Mobile Ad Space**

Ad fraud is not only an issue for adverts on the Internet. It also affects the mobile ad sector as bots have also gone mobile. Similarly to bots that create fake impression, clicks or sign ups online, there are mobile bots that effectively do the same thing on mobile phones. They hijack devices and install malware or occur in fake apps that drive invalid traffic to mobile adverts.

Furthermore, users will benefit from being able to choose what data they are willing to share with advertisers and what type of adverts they would like to view on their mobile phones as well as getting paid in tokens for both the data they share and the ads they view.

The blockchain will...

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