

VuePay to launch their ICO in a matter of weeks

The smartphone advertising industry to be disrupted through blockchain technology.

LONDON, UK, September 25, 2017 /EINPresswire.com/ -- The blockchain start-up based in London, [VuePay](#), is a peer-to-peer platform where advertisers can directly target potential customers using demographic variables such as age range, gender, parental status, household income, address, place of birth, level of education, etc.

Focusing purely on the smart devices category, VuePay is banking on the growth of this sector to fuel their success. The worldwide smart devices market is predicted to grow to around 3 billion devices by the end of 2020 and VuePay will be part of the mix.

Today, ad-blockers are causing issues for advertisers, people are blocking ads as it consumes time and valuable mobile data allowance. VuePay could solve this problem by providing a platform which will let users watch a targeted video on their smart devices and get a share of the ad spend. This share will be distributed in an honest, transparent and auditable way using the blockchain Ethereum technology.

Saurabh Bhola, CEO and Co-founder, is putting together a team of senior blockchain and marketing specialists in the hopes to launch the platform in early 2018 following a successful ICO scheduled for 8th October 2017.

Looking to raise a target of \$30 million with a hard cap at \$50 million which will be used to realise VuePay's mission of liberating the advertising ecosystem by introducing transparency in the targeting of users of the platform by advertisers, putting power in the hands of the users and ultimately to reward the users themselves when ads are viewed.

About VuePay

VuePay is a decentralized distributed platform where users can earn a share of the advertisers bid on the Cost Per View on targeted advertisements on mobile devices.

Currently, the cost publishers charge advertisers for adverts is not shared with end users and the end user has no transparency with regards to the formation and distribution of the advertisement costs.

Saurabh Bhola
VuePay Technologies

07572865042

[email us here](#)

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