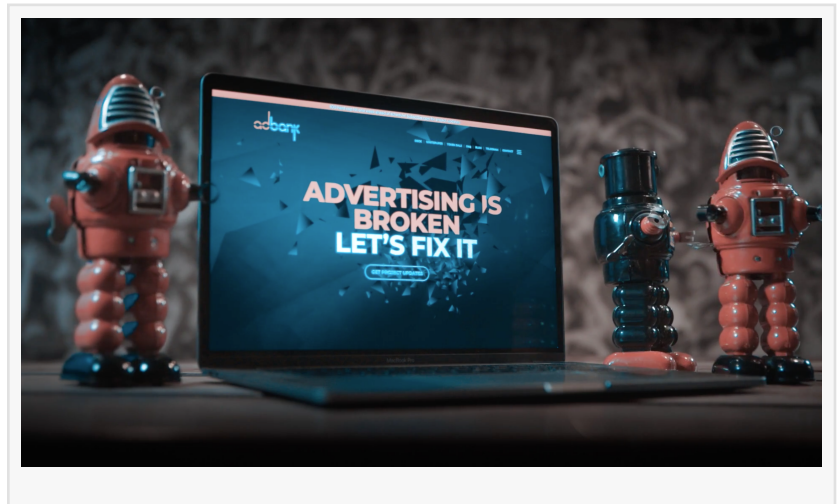


Blockchain-Based Ad Platform Adbank Announces Partnership with VR/AR Ad Platform Advir.co

Ad Tech companies Adbank and Advir are joining forces to create the world's first virtual reality & augmented reality advertising solutions on the Blockchain.

COLLINGWOOD, ONTARIO, CANADA, February 21, 2018 /EINPresswire.com/ -- [Adbank a blockchain based ad platform](#), has announced a strategic partnership with [Advir](#), the first programmatic monetization platform for VR and AR. The partnership will explore Adbank connecting to Advir's VR/AR inventory through the use of their ADB tokens.



The two companies target different markets and have separate objectives, but their vision is aligned.

"We both recognize ad fraud as a massive issue crippling the industry," explains Sam Huber, Advir's CEO. "At Advir, we are doing our part by validating impressions with gaze tracking, to minimize bot traffic for example. But fraud can happen at many other levels, and talking to the Adbank team, it was pretty clear they were best equipped to deal with that."

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VR and AR are an inevitable part of our future and providing revenue streams to publishers is critical to seeing this exciting space grow."

Angelo Dodaro, CMO & Co-founder of Adbank

Adbank's ADB tokenized ecosystem eliminates the noise of non-advertising based transactions to provide its patent-pending anti-fraud AI engine the cleanest possible data to dramatically reduce the problem of ad fraud.

"We care deeply about taking the advertising industry into a brighter future guided by technological innovation. This is why

it was obvious to partner with a company like Advir to prepare for the coming VR/AR revolution. They have created a system that does something very complex without changing the process advertisers are used to and already comfortable with," said Adbank's CMO Angelo Dodaro.

"VR and AR are an inevitable part of our future and providing revenue streams to publishers is critical to seeing this exciting space grow. I'm personally thrilled that Adbank can be a part of that while providing advertisers the cutting edge tools to ensure their campaigns don't get left behind as technology evolves."

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About Adbank

<https://adbank.network/>

Adbank is a powerful online ad platform built on the Ethereum blockchain to remove middlemen that take up to 70% of all ad revenue & dramatically reduce the \$50 billion problem of ad fraud using patent pending anti-fraud AI technology.

By using the Adbank platform, publishers can get paid more for their content while charging advertisers less and creating a transparent ecosystem that benefits all key stakeholders in the industry.

About Advir

<http://advir.co/>

Advir.co is a monetization platform for VR/AR, enabling non-intrusive product placements within VR and AR content. Advir differentiates itself by being fully programmatic, connected to the largest ad networks and trading desks, as well as giving their developers access to an ecosystem of tools to improve their monetization. Created in 2017, the platform is now in beta and registered over 100 VR and AR developers. Currently based in London, the company is expanding to the US in 2018.

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This press release can be viewed online at: <http://www.einpresswire.com>

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