



Marketing Futures

INNOVATE. ACCELERATE. GROW.

# CMO Trend Brief

## Blockchain

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

### What is Blockchain?

Blockchain is a distributed, decentralized ledger technology that records transactions in data structures called blocks. These blocks are linked together, and collectively provide a secure, tamperproof and complete record of transactions. Blockchain is the foundation for how cryptocurrencies, like Bitcoin, work, and it is now seeing application in other areas to track anything that has value.

### Why Should Marketers Care?

With blockchain comes the potential to remedy many of the trust issues in advertising financial management and the digital ad supply chain. The relationships and interactions that occur between digital advertisers, publishers and those who respond to advertising are an ideal candidate application for blockchain. Because blockchain enables sharing of data between parties that may not fully trust one another, blockchain could bring needed transparency to the digital marketing and advertising ecosystem.

### Key Blockchain Stat

By 2025, blockchain's business value-add will grow to \$176 billion, **Gartner predicts**.

# Expert Perspective



## Izzet Agoren

*VP of Data Intelligence*  
Rauxa

“This is not a fad, it’s important that bandwidth and time is invested, and not to be dismissive of the technology due to missteps – pay attention, invest in understanding the implications, invest in team members that will spend time understanding the implications on your business, your consumers, and be consistent around it – that would be the best place to start for the absolute beginner.”

## Blockchain in Advertising

Conceptually, blockchain seems like an ideal solution to address some of the biggest concerns that surround digital advertising. For example, consider a campaign that finishes, where the advertising platform claims to have delivered a specific number of impressions. The publisher reports a higher number than the platform does, while the advertiser reports receiving a lower number of impressions.

When these parties don't agree, negotiations must ensue, trust in the system is damaged, and advertisers naturally balk at paying. An unbiased, reliable source of data is needed to mitigate these disputes about ad numbers. This scenario is exactly the type which blockchain could address because it would provide reliable figures and make the reporting transparent.

The data and transparency that a blockchain could provide for digital advertising would clearly identify which ads were served, and from which servers they came. Using data mining and analysis techniques, it becomes relatively simple to perform data verification and identify fraud. With such a blockchain for digital advertising, transparency and trust improve because of the accuracy of the reporting about ad performance.

Another area in which blockchain technology could impact digital advertising is attribution. Marketers have always wanted more precise information about how to accurately attribute credit to the full media stream to which a buyer has been exposed. Many ad-tech providers use last click attribution because it either favors them, or it is the best they can do. With a digital advertising blockchain in place, it becomes easier to have true, end-to-end attribution.

### Want to learn more?



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Contact [ASK@ANA.NET](mailto:ASK@ANA.NET) for more information.