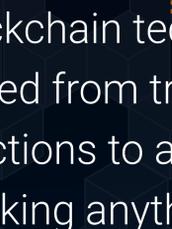


CAN

# BLOCKCHAIN

CHANGE THE WORLD OF MARKETING?



Blockchain technology has evolved from tracking Bitcoin transactions to a mechanism for tracking anything of value.



In fact, a study by Juniper Research found that **57% of large corporations say they are either actively considering, or in the process of, implementing blockchain technology.**

To understand how marketers are thinking about blockchain, we interviewed marketers and blockchain experts from various industries to learn **how they view the value and viability of this emerging trend.**



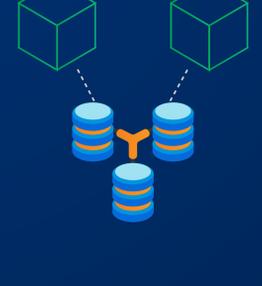
They confirmed that Blockchain, as a technology, is a **distributed, decentralized ledger system that records transactions in data structures called blocks.**

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.

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, **bringing needed transparency to the digital marketing and advertising ecosystem.**

## RECOMMENDED STEPS



**Are you considering leveraging blockchain for your marketing efforts?**

ANA members have access to the full report, which includes interviews with experts on the topic, but here are 3 steps to get you started:

**1**

### Understand the maturity of blockchain.

Most marketers have heard of blockchain, and many understand it conceptually. Few, however, have experience with it.

**2**

### Keep your expectations realistic.

Marketers should be eager to take advantage of it, but realistic at the same time. There's a lot of hype surrounding blockchain, but recognize that a majority of initiatives getting publicity are experimental.

**3**

### Drive initiatives with business cases.

Blockchain projects should focus on business needs supported by business cases. Any blockchain initiative must interoperate with and participate fully in the martech stack.



To learn more about how marketers are using blockchain, check out the [full research report.](#)