

Adeezy and Typeqast enter in a technologic partnership

Adeezy partners with leading technology company Typeqast to develop its new AdTech model and global marketplace for the digital advertising industry. Typeqast will be working with Adeezy on infrastructure development and upscaling of their platform to create a trusted, purpose-built and transparent ecosystem for all participants in the ad-creation chain.

The two companies entered into a long-term agreement this month to realise Adeezy's advertising marketplace which will be launched December 2018. Leveraging powerful AI and blockchain technology, Adeezy's new online platform will enable advertisers to crowdsource creative talent and content, whilst content creators are able to generate new sustainable revenue with micro-payments and incentives based on participation and viewer relevance. Adeezy will eliminate most known ad fraud methods, meaning advertisers get the most out of their campaign budget and increase ROI by taking advantage of community created content.

Influencers and the digital community play an active role on the platform. By incentivising users to rate and share ads across the network into different channels, Adeezy makes ads more relevant to the specific audience. The objective is to create value-based advertising, facilitating new digital relationships and creating a revenue-sharing model for a disparate group to work together for the benefit of the network.

Marco Berkheij, CEO of Adeezy said: "As an advertising industry veteran, I am increasingly opposed to the ineffectiveness and issues of the digital advertising sector. This is a relatively young market that is huge and growing rapidly, yet the digital advertising industry is mired in legacy approaches. There are too many intermediaries without adding value, the delivery chain has lost its transparency, AdTech distribution models rely on charging up to 30% margins, advertising platforms restrict the flow of performance data and advertising fraud rates are on the rise. Typeqast's technology expertise and development team will be of vital importance to help us realise our vision."

Sonja Meijerink, Director of Typeqast: "There is already a successful prototype of the platform, but the development of the front and backend and, for example, the APIs to blockchain technology have yet to be implemented. For example, we will further expand and fine-tune the personal and well-organized dashboard that each participating party has on the platform. We will also continuously adjust and optimize the platform, together with the current developer of the blockchain element Proximus EnCo. We are really delighted to be part of such an exciting project and look forward to working with Adeezy. "

Adeezy did not hesitate in electing Typeqast as their permanent partner. Dominique Vosters, CTO and co-founder Adeezy: "We went to Amsterdam and Split to get a good picture of the company. In addition to quality, knowledge and expertise, a correct click is very important to us. Typeqast has all the knowledge and developers such as UX-designers, developers and front- and back-end specialists in-house. Moreover, they are particularly focused on start-ups with their entrepreneurial approach. They understand us, are aligned

with our objectives we know we are in safe hands. Working closely with a permanent project manager who translates your wishes directly to the development team means we can scale up very quickly. "

Using blockchain technology and smart contracts, Adeezy provides a new level playing field with transparent financial incentives, sustainable revenue streams, reliable data and most importantly, an ecosystem designed to reward creativity and performance.