



GLAD

GLOBAL ADVERTISING PLATFORM

A Holistic and Disruptive Approach to Digital Ad Business

WHITEPAPER
by GLAD Team

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ABSTRACT

As GLAD Team, we aim to build Next Generation Digital Advertising platform, which we strongly believe, will disrupt the digital advertising and will bring a holistic approach and solution to the business.

The main goal of GLAD Team is to redefine the end2end process of digital advertising by cutting edge technology developed by the industry experts, to get benefit of blockchain technology to make the process fully transparent, reliable and convenient to all players.

In this whitepaper, GLAD Team introduces the project in details for all relevant parties in the industry and expecting to attract them with the features of the platform, with the innovative approach and the dedication of the team.

GLAD Team consists of technology subject matter experts who has been working in software and product development since many years. They have proven track of creating business and growing a business.

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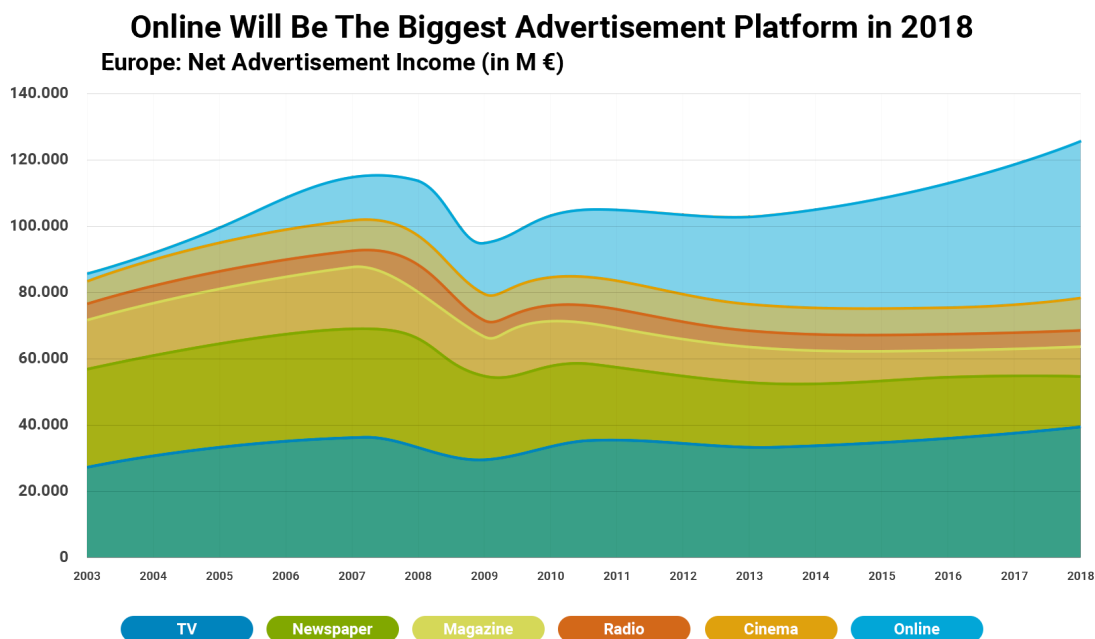
1. Introduction

“Business is Innovation and Marketing”, says Peter Drucker. Although marketing has many elements, Advertising is considered as the most important and the costliest of them. It can be concluded that, without Advertising, Marketing is not complete and without Marketing, the whole business is nothing.

In today’s world, everybody can easily agree on the power and impact of Online advertising over the Business.

According to the reports, Online Advertising is getting more and more share of the whole advertising market, every year. Roughly, the percentage of the share increases 10 points compared to the previous year. In 2018, the share will be more than 40%.

After stating the importance and progress trend of the Online Advertising, now we should consider the effectiveness of the Online Ads. As every business we do, we must always chase for the best product, the best suitable process, the best price, the best target, the best timing. These parameters can be increased of course.

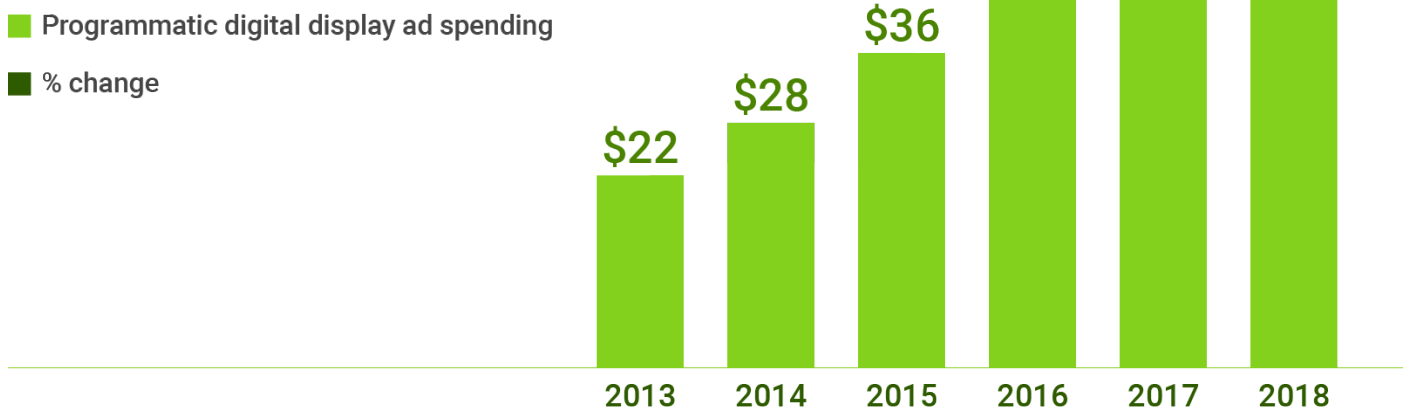


Source: IHS

The best possible way of Online Advertising is the Programmatic Approach which provides us with the best options for the advertising.

Online Will Be the Biggest Advertisement Platform in 2018 (B \$)

Programmatic Digital Display Ad Spending Worldwide, 2013-2018



Source: Socintel360 as cited in company blog; eMarketer calculations.

GLAD is a DSP (Demand Side Platform) and DMP (Data Management Platform), combined, holistic programmatic Ad platform which is designed by cutting edge technology to fulfill all needs of the industry. That's why we call GLAD as Holistic and Disruptive Product.

We strongly believe and take into consideration that Blockchain Technology is the "Next Big Thing" for Information and Communication Industry which is going to impact and disrupt almost all domains.

Although Blockchain technology has lots of features and advantages, in GLAD we will mainly use and get benefit of its transparency and reliability. One of the biggest pain points of Programmatic Advertising is the lack of transparency and reporting. By introducing Blockchain Technology in GLAD, we will be able to provide the customers with the transparent, real time, reliable, accurate reporting on their advertising campaigns by including prices, performance and improvement areas which will help to improve the campaigns and their effectiveness.

By this way, ROAS (return on ad spend) is controlled and optimized in intelligent way.

The details on how Blockchain Technology and the GLAD are used will be explained in the following sections of this whitepaper.



2. What is GLAD?



GLAD is a Cryptonote based coin which will be used in GLAD platform for Online Advertising.

3. Why GLAD?

As technology developed, like all habits; the methods of digital advertising has changed in terms of displaying, selling and purchasing. Advertisers explored the new features and advantages of Digital Platforms and has been moving from traditional to digital as they experience the benefits of the new advertising era.

Programmatic advertising enables the companies to share their brand messages more effectively and more focused with high returns. Programmatic achieves this with its ability to use multi-channel platforms where many SSPs(Supply Side Platform) are integrated and where Big Data is highly utilized which provides transparency for smart selling and purchasing.

Pain Points That GLAD Addressess

Pain Point 1: Non-Accurate Reporting

One of the biggest problem in Online Advertising is inaccurate and unreliable reports which are even prepared unethically. This leads a lot of extra work for reconciliations of existing campaigns, and control and planning of new campaigns.

Naturally, this creates a negative perception on advertisers against Online Advertising.

Solution: Accurate and Real Time Reporting

GLAD provides advertisers with accurate and reliable reporting by the help of Blockchain technology. With richer and transparent reports of GLAD, advertisers will be able to analyze campaign performance in terms of ad-based, ad-space-based, website-based. What is most important and beneficial regarding these reports is, all analysis and monitoring can be done in real time.

Real time action is very useful for fine-tuning of the ongoing campaigns. GLAD solves the reporting issue with its technology.

Pain Point 2: Risk and Reality of Fraud

As almost in all business, there is a fact of Fraud in Online Advertising too.

Fake traffic (bots, not shown ads, fake sites etc.), malwares, unauthorized or stolen content are the most known fraud methods.

Although there are some fraud detection and prevention methods, they are mostly manual, time consuming and requires human intervention which results in errors and inefficiency in the process which means loss of time and money.



Concerns About Digital Media Buying/Planning According to US Media Agency vs. Brand Marketing Executives, April 2016

% of respondents

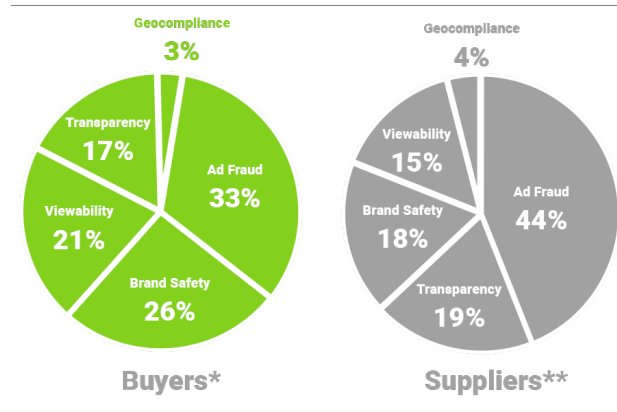
	Brand marketers	Media agency
Click fraud	78%	63%
Bot traffic	78%	59%
Viewability	71%	70%
Ad blocking	60%	40%
Conflicting audience data	57%	52%
Control over content environment	57%	52%
Lack of audience data	49%	52%
Consumer privacy	49%	27%
High-frequency exposure	27%	47%

Note: among those with digital media decision-making responsibilities; responses of 8-10 on a 10-point scale

Source: MyersBizNet, "Survey of Advertising and Marketing Executives on Media Effectiveness" as cited by MediaVillage, May 2, 2016

Most Important Media Quality Indicator According to US Digital Media Buyers* vs. Suppliers, Nov 2014**

% of respondents



Note: *includes agencies, brands, marketers and trading desks; **includes ad networks, DSPs, exchanges, publishers and SSPs

Source: Integral Ad Science, "2014 Year-End Survey," Dec 23, 2014

Source: eMarketer.com

Solution: Advanced Fraud Detection Algorithm

GLAD has advanced Fraud Detection Algorithm which works automatically to detect frauds on Online Ads. Briefly, it checks SSP, ad traffic, user actions and IPs, which prevents traffic coming from bots.

In addition, by the use of Blockchain, with the real time and transparent reporting, any potential fraud case can be controlled and prevented in a smart way.

Pain Point 3: Non-Transparent Structure of RTB

In RTB (Real Time Bidding) process, price and bid results are not transparent to the advertisers which causes trust problems over RTB.

Solution: Bid Tracking

Advertisers will be able to see the bid prices on RTB for a specific offer for any publisher and site. Won and lost bids, purchased spaces are seen transparently, which is helpful for next bids and campaign optimization.

Pain Point 4: Problem of Reaching the Real Target Audience

One of the biggest problem of advertisers is reaching the real target mass. If the ad cannot reach the real target, it can be considered as a failure and loss of money.

Solution: Advanced Targeting Tools

GLAD has massive targeting features and advanced targeting options to reach the target mass. Targeting features and options will be explained in detail in the following pages.

Briefly, GLAD provides targeting algorithms based on geographical, time, technology, CTR, ad visibility, ad position, word targeting, interest targeting, product category, page category and retargeting.

Pain Point 5: Problem of Accessing Wide SSP Networks

Advertisers are willing to reach wide SSP Networks and inventories. They also want to know about websites reached via SSPs. The wider the SSP Network; the better and high performer the campaign.

Solution: Integration to Wide SSP Networks

GLAD is integrated to many SSPs working with RTB (Real Time Bidding). This means, the online ads can be published in a wide network globally. Real time reporting will present every detail of SSP, publishers, website, page etc.

Pain Point 6: Problem of Low Conversion Rates

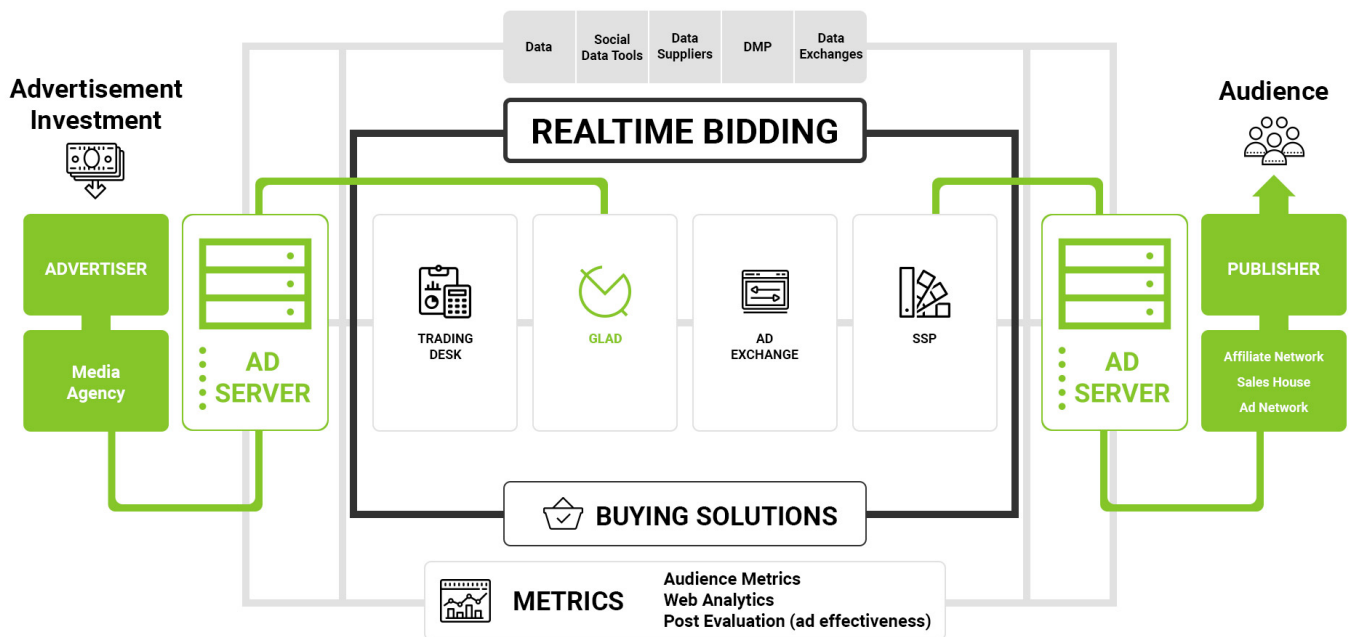
Main purpose of advertising is to get Conversions (success rate of a digital ad). The success of an Online Ad campaign is not the number of impression or number of click, but the number of sales through that specific online ad campaign. The real target is not only to show the ads but to have high amount of conversions. Therefore, all advertisers aim to get high conversion ad spaces. So, conversion targeting is a very important issue.

Solution: Advanced Conversion Targeting Algorithm

GLAD provides an advanced conversion targeting algorithm which enables advertisers to target high conversion ad spaces.

4. GLAD Key Features

PROGRAMMATIC BUYING ECOSYSTEMS



Programmatic Purchases with GLAD DSP

GLAD DSP aims to perform Online Ad and Programmatic Process using a token called GLAD. With integration of high number (more than 100) of SSPs (Supply Side Platform), GLAD promises advertisers to reach millions of publishers all over the world.

GLAD will provide transparent, real-time and reliable reporting by the help of blockchain technology and will enable advertisers to monitor and enhance their campaigns to get the maximum benefit of Programmatic. Campaign performance will increase by reaching real target mass and by using resources in smarter way.

Maximum Benefit with RTB

RTB is the basis of GLAD programmatic ad purchases. RTB (Real Time Bidding) infrastructure and integration provides advertisers an open bidding process where offers and ad spaces are evaluated in real time and the best offer wins the bid and the ad is published. Offer optimization, target selection, price adjustments are very important and should be studied very carefully. GLAD provides the best algorithms and system to get maximum bid performance.

Worldwide Access

Integration with SSPs are very crucial to reach highest possible inventory worldwide. GLAD will be integrated with hundreds of SSPs.

Easy to Use

Performance Control - Tracking All Campaigns on a Single Page

GLAD DSP has very enhanced tools which makes it a very user-friendly platform. On a single page, user can see and update all campaigns and all details like clicks, cos; information about SSP, website, URL, cost per website etc. This enables advertisers to monitor campaign performance.



Advertising on All Platforms

GLAD works on all channels like Web, Mobile and App platforms.



✓ **DESKTOP** ✓ **MOBILE** ✓ **APP** ✓ **WEB**

Advanced Inventory Targeting Options

One of the most powerful part of DSPs is inventory targeting tools. GLAD DSP has advanced inventory targeting options which enables advertisers to target very specific users. Below these options are listed and explained.

Inventory List Targeting

GLAD DSP has a mechanism of whitelist/blacklist for websites which makes possible to block unwanted ad spaces and websites.

Website Targeting

GLAD DSP users can identify the target website for their Online Ads.

Application Targeting

GLAD DSP users can iden GLAD DSP users can define application and application category targets for iOS and android platforms. tify the target website for their Online Ads.

Page Vertical Targeting

GLAD DSP users can define targets based on page categories.

URL Rules

GLAD DSP users can even target sub-URLs of a website and words in those URL names to target more precisely.

Real-Time Reporting

GLAD DSP provides its users with very enhanced, detailed real-time reporting. These reports include info like target, CPC (cost per click), CPM (cost per mille), conversion and budget.

Advanced Targeting Options

GLAD DSP is equipped with several advanced targeting options which make GLAD unique in its class. Below are the details of those advanced options.

Geographic Targeting

GLAD DSP users can target county, region, city and district to show their ads.

Frequency Capping

GLAD DSP users can define the frequency of displaying an Ad to a specific target.

CTR Targeting

GLAD DSP users can define CPM value to be achieved in a specific Ad space and accordingly target those spaces.

Time Targeting

GLAD DSP users can define date and time intervals for a specific Ad.

Ad Position Targeting

GLAD DSP users can define the position of Ad to be displayed in a page.

Keyword Targeting

GLAD DSP users can define keywords that are included in a page and can target those pages.

Contextual Targeting

GLAD DSP users can define pages/contents related to their ads and target those pages and spaces.

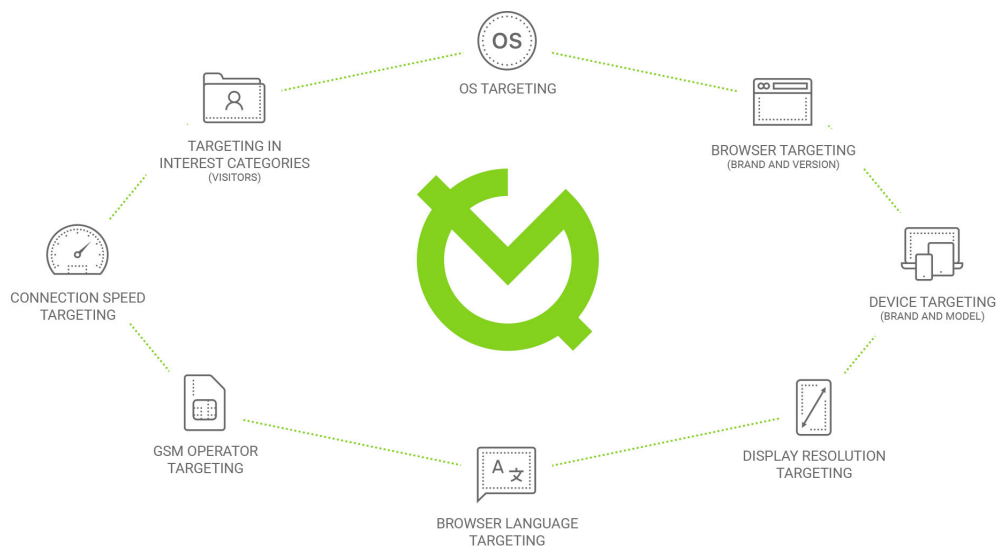
Hyperlocal Targeting

GLAD DSP users can define coordinates and neighborhood to be targeted for their ads. This feature is very innovative and useful feature among all other targeting options.



Technical Targeting

GLAD DSP users can define targets based on some technical information like Operating systems, browser types, device types, languages, display resolution, connection speed etc.



Conversion Tracking and Targeting Algorithm

GLAD has an advanced conversion tracking and targeting algorithms which enable users to identify ad platforms with high conversion rates by checking lead and installs and to target those platforms for upcoming ad campaigns. As a result, the campaigns created with previous conversion rates, become more effective and successful.

Visitor Segmentation and Retargeting

GLAD provides retargeting feature which enables advertisers to track their visitors and retarget them for their ads.

Advertisers can use Tracking Pixel and Data Pixel tools to segment their visitors and to collect their own data to use in the following campaigns.

Those data can be used for retargeting of old visitors. Retargeting is known to be a very powerful method of Online Ad process.

GLAD aims to create dynamic retargeting feature which will leverage power of retargeting.



Second Price Algorithm

GLAD supports second price algorithm of Programmatic Ad.

Second price algorithm: Each advertiser places a bid for the ad slot without knowing other advertisers' bids. The bids are sorted by higher to lower. The highest bid wins the auction but pays the second highest bids value.

Data Management Platform - GLAD DMP

GLAD has also a DMP function. DMP enables website owners to collect user data and reuse, monetize those data. The data collected by the GLAD DMP platform is used by GLAD DSP for targeting options.

GLAD DMP has of 2 main components. First component creates pixel and segments and then collects data. Pixel code generated by GLAD DMP is activated in a website to start data collection. Pixel code can be generated both for each site separately and for generic for all sites.

After collecting data by pixel code, those data should be segmented by using rich segmentation features of GLAD DMP.

Second main component of the GLAD DMP is the screens that segments are displayed and are made available for sale (data monetization). This screens shows unique visitors and segment prices are defined and data is made ready for use and to sell. Moreover, usage of data and generated revenue by this data can be monitored through these screens of GLAD DMP.

It is planned to integrate with other data provider platforms other than Glad DMP in order to increase the targetable data. Ready data sets can be purchased from the Glad DSP interface and spendings for data will be monitorable with transparent reporting.

5. Blockchain Adaptation

Why Blockchain?

Blockchain technology addresses solution to the biggest pain point of Online Ad business which is lack of transparency and trust between advertisers and publishers. As GLAD Team we think that by use of Blockchain technology, this biggest pain point will be resolved in a very efficient and effective way.



Why Cryptonote?

There are many currency-creation-enabler libraries based on Blockchain. GLAD Team researched thoroughly those libraries in terms of reliability and suitability for development and operation of GLAD Platform and coin.

The most important feature of GLAD platform is transparency and as GLAD Team our priority is being transparent. Therefore, the library that we choose, must fulfill this priority and provide us with abilities to secure transparency like for example enabling extra data injection into the blockchain to keep all important data/logs produced in the end2end process. The libraries which does not support this functionality were eliminated.

Fast block production means fast coin transfers, therefore the libraries which does not produce blocks fast, were eliminated too.

Fast blok production is also crucial to secure minimal usage of memory and storage.

Another key point is privacy of advertisers and publishers. They require that their information should not be open/shared to/with other advertisers and publishers. That's why the library must fulfill privacy requirement.

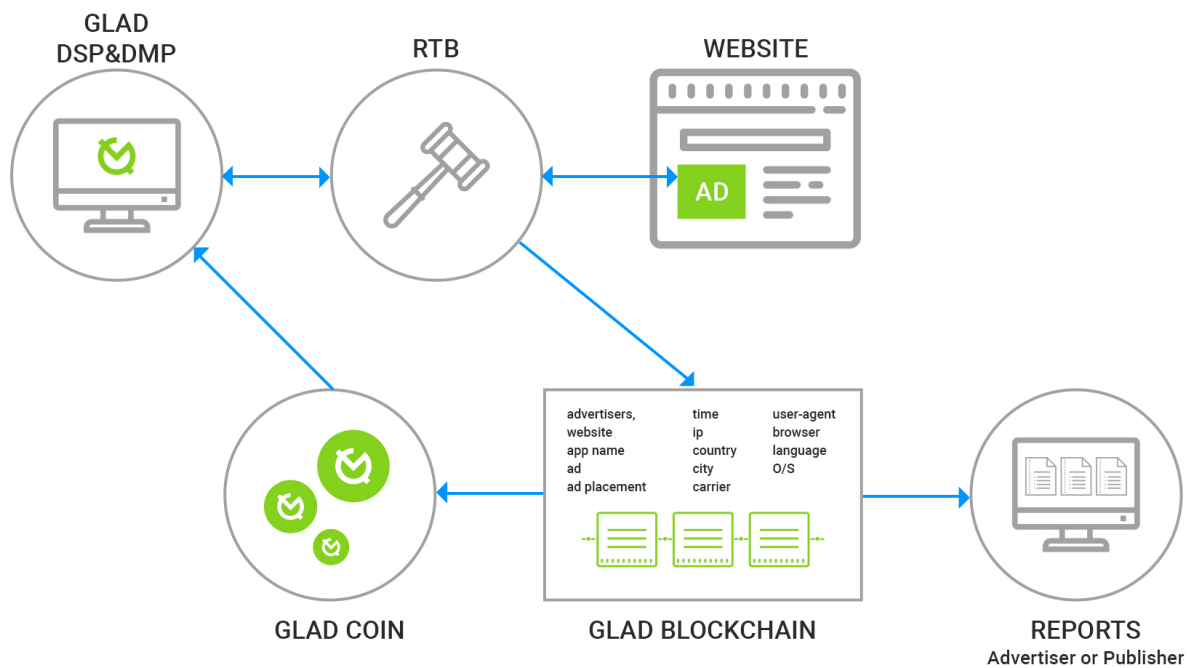
As a result of all these facts, GLAD Team decided to use Cryptonote library as it is fast, enables for extra info injection and fulfill privacy requirements.

What is GLAD Blockchain?

GLAD Blockchain will be created and used to provide transparency. The main function of this blockchain is to keep all impression, click and event logs produced in the platform during the process and to provide those data for reporting purposes.

For security and privacy the logs kept on the blockchain will be hashed and the key pairs to unhash will be shared with advertisers and publishers.

Dataset which will be kept on the logs are intended as followings : advertisers, website or app name, ad, ad placement, time, ip - (country, city, carrier), user-agent (browser, language, operating system). These list can be changed if needed or can be increased by other parameters.



Each advertiser and publisher will be able to reach their own reports by the reporting tool provided by GLAD platform. Reporting tool will be open source and if needed and wanted, users of the GLAD platform can produce their customized reports.

6. Coin

Coin Production

GLAD is a Cryptonote based coin. 1 Billion GLAD coin is produced. It is fixed and cannot be mined and reproduced.

Maximum Supply	1,000,000,000
Coins Available for Crowdfunding	100,000,000
P2P Port	27,111
RPC Port	27,112
Block Time	60
Difficulty Adjustment	Every Block

Coin Usage

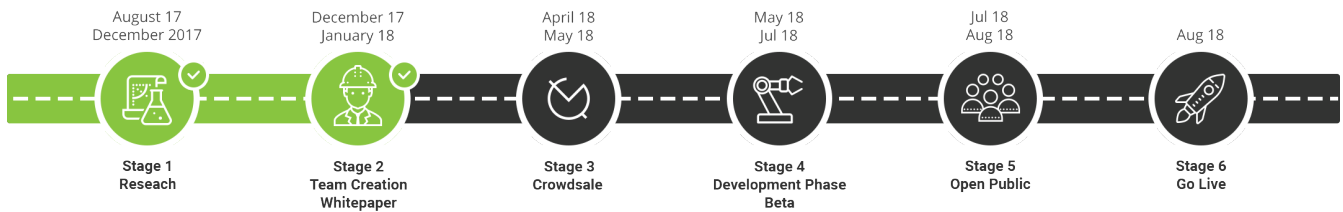
Advertisers will use GLAD Coin to create and publish their campaigns.



Advertisers will define their campaign budgets from GLAD GUI. Total budget and CPM prices (1000 impressions =1 CPM) to be used in RTB will be defined on that GUI. Right after each impression, cost will be calculated by second price algorithm and will be deducted from advertiser and will be transferred to SSP accounts.



If advertiser used DMP(data), additional cost of data usage will also be deducted from advertisers account and will be transferred to data owner's account.



GLAD Coin can be earned by every party who open their own data for usage of the others. Data owner will define its own price (in terms of 1 CPM). Advertisers will evaluate the price of data and will decide whether to use the data or not. In case of impression, the data usage fee will be transferred to data owner's account.



7. Roadmap







-  **STAGE 1 - Research** *2017 Aug - Dec*  COMPLETED

Existing DSP and DMPs are investigated. Pain points are identified. Blockchain features are studied. How blockchain can help is defined. Token platform is searched and decided.
-  **STAGE 2 - Team Creation, Whitepaper** *2017 Dec - 2018 Jan*  COMPLETED

Team is formed, Whitepaper is written, Token is created.
-  **STAGE 3 - Crowdsale** *2018 Apr - May*  IN PROGRESS

Crowdsale Process.
-  **STAGE 4 - Development Phase Beta** *2018 May - July*  PLANNING

GLAD DSP and GLAD DMP platforms is designed and developed.
-  **STAGE 5 - Open Public** *2018 July - Aug*  PLANNING
-  **STAGE 6 - Go Live** *2018 Aug*  PLANNING

8. Private Pre-sale

The development of GLAD will be funded with the private pre-sale.

The crowdsale dates will be announced on our website, hard cap is 100,000,000 GLAD.

1 GLAD = \$1

Quantity	Price (BTC)	Bonus Rate
500K	0.00005910 BTC	50%
1M	0.00007085 BTC	40%
1.5M	0.00008271 BTC	30%
2M	0.00009452 BTC	20%
5M	0.00010634 BTC	10%

The crowdsale will be done at the website <http://www.glad.network> and platforms will be listed at the website.

Please check out website for more information about crowdsale.



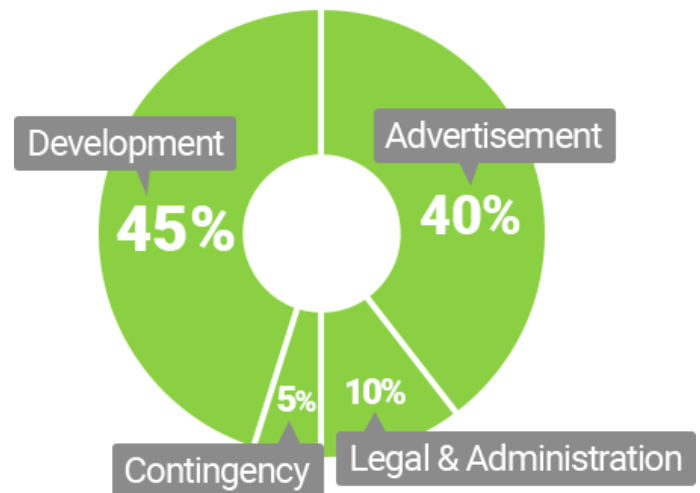
Budget Allocation

Development: 45%, will be spent for the core GLAD development team for preparing necessary tools.

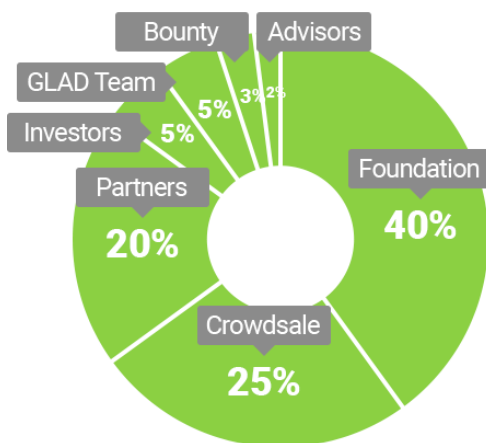
Advertisement & Marketing: 40%, will be used for advertising of the product for finding more advertisers and creating a steady ad supply.

Legal & Administration: 10%, will be paid for legal and administrative situations.

Contingency: 5%, will be available for unexpected situations.



Coin Allocation



25% of the tokens will be available for sale to the public.

75% is divided as:

40% GLAD Foundation

5% GLAD Team

20% Partners

2% Advisors

3% Bounty Program

5% Investors

Bounty Program

3% of the tokens are indented to be used for Bounty Program.

12,500,000 GLAD Coin is reserved for social network campaigns.

17,500,000 GLAD Coin is reserved for new bounties.

Please use our bounty page, <https://www.glad.network/bounty> to claim bounties.

9. Team

Advisors



Thomas Brill 

GLAD Global Business Development Advisor
Vice President Board of Directors at Ventura Digital Solutions
Certificate in Management and Marketing at MMB

Thought leader, ignites staff and customer engagement, develops and deploys ambitious sales strategies to capture attention and sharpen the competitive edge.

Democratic, ambitious and resilient sales hunter, stimulated by high targets, raising market share and fortifying the brand to optimize business development. Innovative, develops compelling proposals, delivers enticing solutions. Inspiring and empowering leader maintains poise and calm in challenging and uncharted environments. Assertive communicator and avid listener, interacts effectively with all cultures and positions.

20+ years of experience in sales, business development of hi-tech products and services. He worked as executive for global technology companies such as Telit, Mobilcom, Orga Systems.



Jun Hao



GLAD Cryptocurrency Expert
Serial Entrepreneur Singapore
ICO Consultant | ICO Advisor | Cryptocurrency Expert

Consulted for more than 10 ICOs. Over 25,000 followers on different platforms. Passionate about Cryptocurrency and the underlying technology, blockchain. Deep understanding of the cryptocurrency market. Amassed over 17,500 followers on Telegram (<https://t.me/CryptoAnalysisTM>)

One of the ICO (Kinguin.io) that he was very involved in crafting the whitepaper as a technical advisor, won the "Best ICO of year 2018" at the Berlin Summit at the Cryptocurrency World Expo.

He is also working closely with huobi exchange (one of the top few exchange globally) to help increase the size of their global community.

He has helped grow various groups to approximately 20k-30k in size, including, BTU protocol, Lendo, AgentNotNeeded, Axens, Kinguin's Telegram groups. Build a total community of more than 150,000 across multiple ICOs.



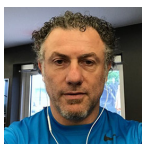
Aydın Çamlıbel 

GLAD Sales Advisor
Filbox CEO, Filbox TV, Former Assistant General Manager of Turk Telekom
Technische Universität Darmstadt

30 years experience in telecommunication sector, Siemens, Telsim, Vodafone Turkey and Turk Telekom Group.

(1983) Aydın Çamlıbel got a degree from the Darmstadt Technical University. He worked as an engineer, Cable TV Manager, and Access Network Manager at Siemens where he worked for more than 16 years.

After joining Telsim (now Vodafone) as Investments Coordinator, he subsequently worked as the Marketing and Regulations Coordinator and then became VP Sales&Marketing. Aydın Çamlıbel joined Türk Telekom in 2007.



Pasquale Longobardi 

GLAD USA and Canada Marketing Advisor, Project Management Advisor
Independent Consultant in Miami, FL, USA
Marconi University, Rome, Italy University of California, San Diego

Technology Executive having 20+ years experience in IT and Telco Skilled mainly in installation, configuration, migration, and implementation of Business Support Systems. Dedicated to identifying and cultivating team members' skills and talents to improve team performance and efficiency. Pasquale has enormous international experience. He has played key roles in delivering many strategic transformation projects of giant infrastructures such as telcos.

He worked for technology giants such as Ericsson, Atos, LHS, Schlumberger at different levels and positions.



İsmail Hakkı Polat

GLAD Strategy & Marketing Advisor

President at Digital Transformation Association of Turkey
Middle East Technical University

İsmail Hakkı Polat graduated from The Middle East Technical University Electrical & Electronics Engineering Department in 1989. In his professional carrier, he mainly worked in the globally leading telecommunications companies such as Siemens, Nortel, Ericsson and Turkcell in different positions ranging from engineering to executive management.

Since 2004, he has been lecturing on New Media at Kadir Has University as well as setting up the new media services of local media conglomerates such as Dogan Holding, Merkez Broadcasting & Publishing Group and Ciner Media Group as an active consultant. He also works for BBC Media Action as a freelance consultant during the preparation of New Media Journalism Curriculum in Baku Slavic and Baku State Universities.

Polat is the founder of the first New Media University Department as well as the Founding President of The Digital Transformation Association in Turkey further to his course module authorship for Mobile Journalism at Open School of Journalism in NYC. He has a column in Bloomberg Business Week Turkiye where he shares his opinions on new media, digital transformation and cryptocurrencies on a weekly basis.



Emmanuel Steins

GLAD Technology and Architecture Advisor

Director of BI&CRM, Lead Architect
Rheinisch-Westfälische Technische Hochschule Aachen / RWTH Aachen

20 years of visible achievements on numerous engagements, Overall extensive experience in management of IT organizations and large & international projects, Planning & delivery Digital, BSS and BI Transformation, Manager & practitioner experience in IT Strategy, Enterprise/IT Arch. & Information Mgmt, Exposure to both service provider & operator sides, Experience in systems integration, implementation & delivery of complex Business solutions.

Proven acumen in vendor mgmt., integration with 3PP, and alignment on Business objectives, Skilled in organization building, development and management, Has worked for many high reputational projects and companies such as Accenture, Ericsson, Atos. Emmanuel is also guest lecturer at a private university.



Vladimir Cambur

GLAD Blockchain and Software Development Advisor

Founder & CEO, Vectorsoft SRL
Uludağ Üniversitesi

Vladimir is a self-motivated person also encourages his colleagues as well.

He has a strong technical background and is able to digest and learn the various solutions to become an expert. He plays active role to grow business in his region also with strong relationships.

Years of experience on Unix/Linux platforms and among the early adopters of Cryptonote and Forknote blockchains. He follows blockchain technologies and crypto currency world since the beginning with a very close eye.

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