

Problems

In online advertising's current paradigm, there is an unavoidable conflict of interest that informs the results of any advertising campaign. Advertisers need to know how their Ad is performing, yet all the tools they're given to optimize campaigns are provided by middlemen who also act as platforms where publishers and advertisers connect. Google, for example, sells ad space and illustrates the performance of Ads with their Analytics dashboard as well.

Smart contract technology eliminates administrative and legal barriers but requires programming skills to draft digital contracts powered by Blockchain on daily basis.

Our Solutions

On decentralized systems, authority is shared between network participants instead of being delegated to a single entity, which might otherwise use the responsibility to gain an advantage. The digital ledger provides an irrefutable record of how Ads are performing, allowing advertisers to finally get a clearer, and more granular, and less expensive analysis of their ad's results. Though these capabilities are indeed impressive, it takes an expert touch to create a decentralized Ad network to put them into practice, instead of on paper.

Furthermore, the Cloe Coin team is simplifying the process of connecting ad buyers and sellers. The company's token, and its integrated browser, let advertisers interact directly with publishers and get the information they need while rewarding users for provided information without sacrificing user privacy.

Cloe Coin is a blockchain based platform that will enable all those with a stake in advertising to share resources, see the entire flow of information in the same place, and have an even playing field that allows for more efficient competition. Integrated browsers will range from CEC browser platform to Firefox and Safari extension. Platforms like these allow publishers to create content instead of messing with poorly-optimized Ads, which helps users to get a better experience. It also helps advertisers, who no longer need to spend money on irrelevant Ad space, exorbitant fees, or campaigns that bleed money due to misleading KPIs.

Token Sale

This token sale event allows participants to contribute to Cloe Coin platform and receive CEC tokens. CEC tokens will be accepted in internet marketing and also be listed on popular exchanges.

Holders of bitcoin, litecoin and ethereum will be able to use Cloe's service through automatic conversion.



Key Information

Whitelist: 20th August -7th September

Pre-ICO: 8th September - 27th September

ICO Stage: 28th September - 3rd November

Post ICO: 4rd November to December

Total Token Supply: 170,000,000 Tokens

Token Value: 1 CEC = 0.04 USD

Accepts: LTC, ETH & BTC

OUR SOCIAL MEDIA

