



## Press Release

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### **Adthink and Varanida partner to explore how blockchain can transform online advertising**

[Adthink](#), a performance digital advertising agency listed on Euronext ([ALADM](#)), and [Varanida](#), a decentralized and transparent advertising solution designed to clean the Internet of poorly designed and intrusive advertising, announced today that they are partnering to build a more sustainable Web content monetization model, where advertising is the currency of Internet for most publishers.

Adthink is reviewing different projects and approaches with its recently launched Blockchain Lab, a hub for digital advertising innovation through blockchain technology, from which the mutual complementarity with Varanida was detected. Sylvain Morel, co-founder of Adthink, is breathing vision and strategy into the Adthink Blockchain Lab and is an advisor at Varanida.

Varanida proposes a fair and transparent digital ecosystem through the Verified Ad Protocol (VAD), a collaborative advertising and content ecosystem that will reward users for helping clean the Internet. Varanida uses blockchain to decentralize ad validation and the VAD Token to incentivize users and publishers. Varanida provides the user with a browser extension for Google Chrome and Mozilla Firefox, on computers and mobile devices, and a Data Wallet where user personal data are encrypted.

Adthink will be the first Varanida partner to offer a fraud-free advertising inventory and engaged opt-in audiences to advertisers, creating a new and fair revenue stream for publishers. Adthink will provide its customer acquisition expertise and technology to help accelerate Varanida's growth. Adthink will be the exclusive monetization partner for Varanida's userbase installed by Adthink.

*"It's very important for us to partner with an established company from our industry; Adthink doesn't only understand what digital advertising is, but also knows what digital ads will look like in a near future. We are happy to be building innovative, fair and transparent solutions with Adthink teams"* says Anji Ismail, co-founder & CEO of Varanida.

*“Our partnership with Varanida is an exciting and innovative step. As global performance advertising agency, we believe it is important to continually explore new and emerging technologies that can be used to build quality customer experiences. With the help of Varanida, we can connect users with publishers more directly while testing advertising solutions that only blockchain-based technology can deliver”* says Jonathan Métillon, director of innovation at Adthink and head of the Adthink Blockchain Lab.

Anji Ismail is leading a Varanida and blockchain workshop at Adthink headquarter in Lyon this week to present the opportunities to the Adthink teams.

## About Adthink

Adthink (<https://adthink.com>) supports advertisers in online lead and customer acquisition through a full range of performance-based advertising solutions: Display Network, Trading Desk, Customer Acquisition, Data Activation and Affiliate Network. Created in 2001 when proposing the first video streaming advertising offer, Adthink is now present in Lyon (head office), Paris, Geneva, Lisbon, and Palo Alto. It earned a turnover of 22 million euros in 2017.

Adthink is listed since 2007 on the Euronext market at the Paris stock exchange ([ALADM](#)). Adthink was named Innovative Enterprise by the French Investment Bank (Bpifrance) and the French Ministry of Research and is eligible for FCPI investment funds. Adthink also took home the Deloitte Technology Fast 50 trophy.

## About Varanida

Varanida (<https://www.varanida.com>) is a French start-up that decided to give back the control to online users by using the blockchain technology. The idea? Creating a fair ecosystem built to clean the Internet of poorly designed and intrusive ads.

This decentralized and transparent solution will allow every user to decide the degree of data they want to share, thanks to a “data wallet”, rewards them for their attention, while giving more value to publishers, and protecting advertisers from fraud.

[A prototype of the extension is already live at https://www.varanida.com/download/](https://www.varanida.com/download/)

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