

SHARE partners with SETHER to demystify blockchain for brands

Marketing transformation agency and blockchain social marketing platform unite to accelerate adoption of blockchain across industry.

Today, marketing transformation agency, SHARE Creative announces it has entered a strategic partnership with SETHER, the intelligent blockchain social marketing platform that recently completed an ICO funding round, achieving \$22m in funding.

Through the partnership, brands will be able to access best-in-class services and technology that will enable them to adopt smart contracts. This means clients of SHARE will now have the opportunity to govern their agencies, automate payments and verify the analytics of their marketing campaigns through one single platform.

SHARE aims to be on-boarding clients to the platform in March when the platform launches in beta.

What is the blockchain and how can it help me as a client?

SETHER's social blockchain platform allows you as the client to govern all your engagements with agencies and suppliers with a fixed, automated smart contract we are calling a 'SmartMSA'.

The contract lives on a decentralised blockchain automating analytics, reporting and payments. This helps you control your marketing activities ensuring spend is distributed accurately and in accordance with your marketing goals.

Some simple use cases for this could be as follows.

Agency MSAs – Retainers, subscriptions and rate cards are agreed in a smart contract. Performance is measured against pre determined KPIs. Payment could be staged based on hitting certain milestones.

Influencer activations – Smart contracts can be assigned to compensate influencers based on the performance and reach of their campaigns. Payment will be automated once reach is verified when our smart contract pulls results from social APIs.

Paid media – All fees and commissions are agreed and verified in the blockchain. No longer can agencies charge what appears to be a low fee and recoup costs with backpayments from third party suppliers.



Ian Cassidy, CEO, SHARE

"We are delighted to be partnering with SETHER as this will help SHARE achieve our goal of providing clients transparency in an often opaque marketing industry. Imagine the ability to automate agency compensation by results, compensate influencers by performance and regulate agency margins. This partnership will turn that pipe dream into a reality."



Flavius Burca, CTO, SETHER

"There is a lot of talk around blockchain technology and its potential. By combining our forces with SHARE, that potential is directed towards shaking the current advertising paradigm. 2018 will be the year that marks a new beginning for this industry, through transparency and decentralization."

For more information visit: sharecreative.com | sether.io