



VeraAds makes VeraViews available for web3 publishers and brands

What is it?

VeraViews brings together three pieces of technology that helps publishers maximize their engagement with users, increase performance for advertisers and grow their own revenue.

A fully-featured video player

The VeraViews video player offers instream, outstream and live video capabilities. With a host of customisation features and the ability to publish multiple custom players, we meet the needs of a portfolio of specific requirements. This could be anything from a complete video section for your website, to a simple video monetisation solution for your written articles.

A purpose-built video ad server

The VeraViews ad serving solution was built to optimize programmatic video advertising alongside the clean delivery of direct campaigns. The platform is already connected to the world's largest advertisers (Google, Amazon, Pubmatic, etc) and our ad optimization team is looking to maximise revenues on a daily basis.

Patented IVT detection

VeraViews has built a unique IVT detection solution called 'Proof Of View' that identifies invalid/bot traffic and reports the findings on an open ledger called the VeraChain. No other IVT provider can offer these levels of transparency for both buyers and sellers, significantly reducing the number of payment disputes and allowing for a swift reconciliation of revenues.

What do we offer?

Due to the oppressive costs of technology and video streaming, an increasing number of publishers see their video content investment relegated to the low returns of YouTube. We offer a solution.

VeraViews will:

- Assume all the risk, which includes technology; video hosting and streaming; and ad serving costs.
- Deploy our consultative team of former publishers and video experts to help deliver the best video solution for your brand and audience.
- Set up, run and optimize the ad server with already established advertising demand. We will then consult with you to develop an advertising strategy that maximizes revenue from your market.
- Work on a revenue share basis that ties our success directly to yours.

Please contact Sandip Ray, Publisher Director
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