

AdPriva

THE PRIVACY-FIRST VERIFICATION LAYER FOR DIGITAL ADVERTISING

www.adpriva.com

THE PROBLEM

Digital advertising runs on self-reported metrics, not verified ones. Operators pay for signups, FTDs, and conversions on trust. Billions lost to bots, recycled users, and synthetic engagement with no shared source of truth.

WHAT ADPRIVA DOES

A verification layer on top of existing ad and affiliate flows. Before a conversion is validated, AdPriva proves the user was real and intentional then generates a cryptographic proof. **Same links. Same funnels. Nothing changes.**

- **Operators** pay only for verified conversions.
- **Publishers** get higher CPMs on verified human inventory.
- **Affiliates** prove traffic quality instead of claiming it.
- **Users** stay private, no identity exposed, GDPR-native.



WHO IT'S FOR

iGaming operators paying CPA on signups and FTDs. Affiliate networks competing on traffic quality. Performance agencies on CPC/CPA campaigns. Publishers in crypto, gaming, and high-CPM verticals.

HOW IT INTEGRATES

AdPriva Tag Drop-in publisher SDK	Console Real-time dashboard	ID App User verification	Verified Ledger Tamper-evident proofs
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WHAT YOU GET

FOR OPERATORS <ul style="list-style-type: none">→ Pay CPA only on FTDs from verified users→ Cryptographic proof to settle affiliate disputes→ Cut CPA waste from bots and recycled signups	FOR AFFILIATES <ul style="list-style-type: none">→ Prove traffic quality with on-chain receipts→ Defensible position when operators audit traffic→ Win operator contracts on verified performance
FOR PUBLISHERS <ul style="list-style-type: none">→ Monetize traffic without cookies or device IDs→ Premium CPMs on verified-human inventory→ Auditable proof for every impression	FOR USERS <ul style="list-style-type: none">→ Engage without revealing identity→ No tracking, GDPR/ePrivacy by design→ Optional USDC rewards on verified engagement

Pricing 20% take rate on verified CPM / CPC / CPA and affiliate conversions.

Settlement USDC-based across publishers, advertisers, and users.

