

Chapter 16

Blockchain and the Future of Digital Marketing

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ABSTRACT

Blockchain is a unique new technology affecting the way facts are stored and shared electronically. Blockchain in digital advertising reflects clarity, security, and access to waft revenue and streamflow. It can promote digital advertising to consumers, which is profitable in spending big money on digital advertising campaigns. As per new technology, consumers can share and improve their statistics simultaneously with advertisers and advertisers. Blockchain technology can be considered to restore data control to statistical owners focused on digital advertising. Today's society has grown into a very digital one where local technology plays a significant role in everyone's lives. Moreover, society is advancing rapidly at an alarming rate with innovation in every corner and other business made online. The authors of the concept chose to find out how blockchain works could affect significant facts in digital advertising. The idea is to select challenging issues and beneficial opportunities when applying blockchain to digital marketing content.

BLOCKCHAIN INTRODUCTION

A blockchain is a medium-sized database that can no longer be managed by a single central system but by numerous users such as locations. The facts contained in the

DOI: 10.4018/978-1-7998-8081-3.ch016

device are exceedingly impervious and encrypted with security algorithms. It cannot be modified or updated by way of the user. Any file or information can be saved in chain blocks under blockchain theory (Atlam et al. 2020). Technology is gaining traction in many domains. In a blockchain trading system, economic statistics and health information continue to be permanent and unchanged. Therefore, Blockchain (technology) is a new, transparent, and secure tool for industries such as advertising (Alt R, 2020). You can look at our blockchain tutorials online earlier than studying Blockchain (technology) in marketing and advertising.

HOW DOES BLOCKCHAIN TECHNOLOGY WORK?

Blockchain technology is a network of blocks that eliminates the need for third-party or middle-class people. It puts data in one place by distributing it in blocks to all participants in the network. The blockchain website is not owned by anyone but is available to all participants. A safe and secure way to store data, Blockchain creates direct communication between buyer and seller (Digital examiner, 2019). Blockchain tech is a significant driving force in financial technologies, digital and cryptocurrencies that are proof of that. It helps to make transactions wholly secure and undeniable. Market eliminates fraudulent authorization via the encrypted network. It has made the processes more precise and more cohesive.

BLOCKCHAIN IN DIGITAL MARKETING

Blockchain is a relatively new technology and is the way information is stored and distributed electronically. Blockchain in digital advertising provides clarity, security, and access to cash flow and data flow (MartechAdvisor, 2019). It can improve digital marketing to consumers, benefit businesses from spending more on digital advertising campaigns. With this new technology, consumers can share and sell their information directly to advertisers and advertisers. Data is driving the market these days. Blockchain technology has the potential to restore data control to data owners targeted at digital advertising. Creates direct data exchange between consumers and products (Debika Sihi, 2020). User recruitment is of high quality, leading to reliability and the use of customer data. Let's take a look at some critical points on how Blockchain can prove profitable in digital advertising.

- Blockchain, a distributed ledger technology (DLT) technology that allows data to be stored globally on thousands of servers - while allowing anyone on the network to see everyone's entries in real-time rather than the best

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