

BitClave

Active Search Ecosystem

In the current \$550B ads market, too much money goes to the hidden ad network with too little added value for businesses and customers. BitClave is using blockchain to eliminate ad service “middlemen” and create a direct connection between businesses and customers. On the BitClave Active Search Ecosystem, customers control their identity, decide who has access to their data, and are “paid” each time businesses “use” their data to make them offers. With BitClave, businesses have a direct relationship with customers and can offer a uniquely targeted promotion. With BitClave, an open search marketplace keeps prices fair, and elimination of intermediates brings all value to customers and businesses.

<http://www.bitclave.com>

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