

## ?Bringing Blockchain to Affiliate and Referral Marketing

Tuesday 1 May, 2018

Brought to you by *NEO 1st DEV Competition's Award of Merit [winning developers](#)* and management team of [Gagapay.com](#) - [Gagapay Network](#) will be a first of its kind **smart marketing platform built on the NEO blockchain**.

A powerful tool for small to large companies Gagapay Network aims to build a secure and self-executing smart contract-powered SaaS (Software-as-a-Service) for creating, managing and tracking smart marketing programs. Furthermore it will connect businesses with the right affiliate marketers around the world via a targeted open marketplace. Thus, solving the need of high capital, expertise and labor costs for reaching and growing the right customer base in a short amount of time.

### The All-in-One Smart Marketing Platform

Combining affiliate, referral, network marketing, loyalty and bounty programs any business will be able to create a custom marketing strategy to reach the best results all with a single annual membership-based account. The platform will also be a useful tool for individuals and affiliate marketing professionals as it will allow them to promote different marketing campaigns to their existing network. The open marketplace will then connect public marketing campaigns with affiliate marketers via targeted offers that will appear for the chosen marketer audience.

Solving the problem of trust issue between businesses and affiliate marketers – smart contracts will automate the distribution of rewards according to network hierarchy as well as record new referrals according to the hierarchy tree stored on the blockchain.

### The Best of Both Worlds

Gagapay Network is targeting both blockchain and non-blockchain businesses. Moreover, with a low-cost annual membership the platform will also be accessible to startup and SME's budgets who usually prioritize traditional marketing channels over smart marketing programs due to limited resources. What is more businesses operating with cryptocurrencies will be able to easily store, exchange and spend their crypto via a seamlessly integrated payment platform – [Gagapay.com](#). This will allow to transfer crypto to Gagapay wallets, exchange and spend via mobile payments and [prepaid cards](#) - thus, bringing the crypto world closer to the daily life of the modern crypto user.

Gagapay.com, managed and developed by the same team, will be launched already in Q3 2018 with crypto prepaid cards ready for orders starting from D-1. This collaboration is already celebrated by Gagapay.com [offering](#) a FREE prepaid Mastercard or Union Pay card for all investors contributing over \$500 worth of crypto to the token sale.

### Launching an ICO Token Sale

The Gagapay Network token sale has already attracted more than 40K registered users on the portal in less than a month after launching the website and even before the Pre-ICO stage went live.

The platform will be fueled by its native utility token Gagapay Network Token (GTA). The GTA tokens sold during the token sale will be demanded by businesses and marketers for purchasing the platform's annual membership, unlocking extra platform features such as integrated ecommerce plugins. In addition token holders will enjoy reduced commission fees when paying in GTA.

At the moment the team is carefully selecting expert advisors and consultants in the fields of affiliate marketing, blockchain development, legal framework as well as business partnership growth for successfully launching the platform and expanding primarily to Asian and European markets.

The team is already working on signing partnerships with affiliate network companies and ecommerce businesses to successfully launch the platform with an already existing affiliate marketplace available.

The Crowdsale opens on 30th April and the ICO ends on 15th July or until all tokens sold.

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Affiliate Marketing :: Affiliate  
Network :: Referral Marketing ::  
Bounty :: Smart Contracts ::  
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