

## Cryptopulse Interviews Elliot Hill from Veracity - The Future of Ad Fraud Prevention

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Crypto and blockchain podcast Cryptopulse interviews Elliot Hill, communications director at Veracity to discuss the innovative ways they are using blockchain technology to verify video ad views and solve the ad-fraud problem that costs advertisers over \$42 Billion each year. This episode is perfect for crypto fans and traders that want to know more about Veracity or are thinking of investing in their token.

“Veracity are the most requested guest we have had on Twitter, without a doubt” said Kevin from Cryptopulse who is really excited to share the interview with Elliot. “Hopefully it will open up Veracity to some of our listeners that haven’t heard about this business before”.

Veracity is working hard to solve huge problems in the ad industry that hurts both advertisers and publishers. Ad fraud causes advertisers to lose huge amounts of money and for publishers to lose credibility. In this interview, Elliot outlines how Veracity’s unique solution invalidates ad fraud in real-time while being transparent to all parties.

“We are actively solving problems with blockchain-based ad fraud solutions” said Elliot during the episode. “We use our propriety proof of view technology to prevent fraudulent views on video-based content worldwide”.

You can listen to the full interview [HERE](#)

### About Cryptopulse

Cryptopulse is a crypto and blockchain podcast whose mission is to create exclusive, entertaining and deeply informative podcast episodes to help their listeners make informed decisions. Find out more about Cryptopulse at <https://www.cryptopulse.co.uk/>

### About Veracity

Veracity is a “blockchain company looking to create an entirely new experience in esports, AdTech, and digital rights management”. Find out more at <https://veracity.io/>

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<https://www.cryptopulse.co.uk/ep20-s2/>

Audio clip and graphic from interview

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