# Blockchain Marketing Technology Landscape (Q3, 2019)

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### Programmatic Advertising
- Supply Chain Transparency
- Search Advertising
- In-Game Advertising
- Native Advertising
- Digital Billboards & Out of Home
- Video Advertising
- AR & VR
- Optimization & Personalization

### Decentralized Advertising
- Affiliate Marketing
- Rewards Content Contributors
- Email Rewards
- Music & Entertainment

### Content Marketing
- Influencer Platform
- Loyalty Points
- Social Media Platform
- Collaboration Software

### Social Marketing
- eCommerce Marketplaces
- eCommerce Platforms
- Travel Marketplaces
- Retail Platforms
- Digital Assets Exchanges
- Digital Reward Providers

### Commerce
- Secure Payment Platforms
- Auditing & Fraud Prevention
- Data Management
- Conventional Analytics
- Marketing Analytics

### Data
- CRM
- Predictive Analytics
- Marketing Analytics

### Management
- Decentralized Freelancing
- Decentralized Identity
- Data Marketplace

### Technology Stack
- Blockchain
- Decentralized

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