Title: RefToken Releases a Prototype of the World’s First Blockchain Affiliate Platform

* Who: RefToken (<https://reftoken.io/>)
* What: Released its prototype blockchain affiliate tracking software
* Where: <https://demo.reftoken.com/>
* When: 3rd August 2017
* Why: As the Ethereum DAP ecosystem expands downstream towards B2C oriented applications, a key bottleneck will emerge where companies looking to scale rapidly will need to acquire end users at a rate that is greater than the adoption of blockchain tech. Due to the exponentially increasing cost of user acquisition, the most cost effective channel for these start-ups to acquire users is performance marketing (also known as affiliation). RefToken will offer an impartial, trustless platform for brands to connect with affiliates and manage their relationships.
* How: Smart contracts will establish trustless relationships between brands and affiliates, with all revenue & conversion data secured on a blockchain, allowing instant payments for completed transactions.

RefToken announces the public release of v0.1 of its prototype affiliate platform ahead of its upcoming pre-ICO which is slated for early September (date TBA).

RefToken will be the world’s first affiliate tracking platform that will allow developers to leverage the thousands of news sites, bloggers, influencers and marketers working in the space and reward them for referring users.

The purpose of the prototype’s early stage release is to acquire input and suggestions from members of the Blockchain Affiliation Alliance (BAA) <https://reftoken.io/blockchain-affiliation-alliance/> a non-profit alliance of blockchain based businesses committed to best practices in blockchain based affiliate marketing. This input will be compiled and vetted for inclusion in RefToken’s development roadmap in order to develop a platform that best serves the end users.

The prototype can be accessed at <https://demo.reftoken.com/> and will allow early adopters to assess its use cases, as well as potential ICO contributors to understand the platform and its potential.

RefToken believes that there is a dire need for platforms like ours to up-end the top-down approach that has defined the industry so far and work bottom-up, building the features that end users ascribe most value to, rather than what is assumed to be the highest priority in a quarterly brainstorm. This approach will deliver a better product faster, improve adoption, provide greater value to token holders, and establish RefToken as the undisputed blockchain affiliation platform.

Quote: With today’s release, the RefToken platform is one step closer to its Q4 public beta, an event that all our team are working tirelessly towards. – Jan Sammut CEO

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More information (including a rundown of RefToken’s innovative features can be found here: <https://reftoken.io/prototype-released-blockchain-user-growth-gets-supercharged/>

Logo & Screenshot can be found here: <https://reftoken.io/press-centre/>