

Business Model

CAPTCHAs are security applications which ensure that only humans—and not computer programs (called bots)—use certain services on the Internet. In most cases these CAPTCHAs are an ordered combination of numbers and/or letters. Meanwhile, about 95% of these can be identified by CAPTCHAs bots. The result is that the numbers and letters have become nearly illegible, making them therefore difficult to decipher by normal users. Worldwide, around 280 million CAPTCHAs are displayed every day.

CaptchaAd solves this problem

CaptchaAd offers an alternative by combining the traditional security query (CAPTCHA) with advertising.

The user is shown a short commercial, usually not more than 15 seconds in length.

From the very first second, the user can answer a question posed within the spot by typing it into a text box. The sooner a solution is found, the faster he/she can proceed. On average, a user needs seven to eight seconds to solve a CaptchaAd.

A secure query has thus been created—one that bots can't crack.

Advertising effectiveness

The business model of CaptchaAd has already made an enormous impact on advertising ([see advertising effectiveness study](#)). The user sees an advertisement and answers a question about the product, applying him/herself cognitively to the question-answer principle within the framework of the advertised product. These advertising contacts generate a strong and lasting connection through the interaction, and should thus be classified as a high-quality form of advertising exposure.

This unique and innovative form of advertising offers advertisers an exclusive platform for their branding campaigns.

Monetization

For operators of Internet sites (publishers), CaptchaAd therefore offers an innovative application to the problem of delivering free, yet high-quality online content on that site. Web content can be capitalized by CaptchaAd simply, and ad-supported.

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