

AdsCaptcha has launched a ground-breaking advertising tool based on CAPTCHA technology

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[ADSCAPTCHA](#)<sup>™</sup> has created a new technology platform which leverages a fully secure CAPTCHA authentication to spread branding messages, while keeping consumers actively involved with the ads and brands. The goal is to create a fun interactive technology which delivers a fully captured audience for advertisers to brand their message to without compromising the security of the publisher's website. As an incentive to publishers, ADSCAPTCHA<sup>™</sup> will share advertising revenue with its publishers, so they can continue stop spam while making money.

[Captcha](#) is often perceived as being a frustrating and quite an annoying barrier for users, even for internet savvy users (let alone internet novices) who usually err on the first attempt. ADSCAPTCHA<sup>™</sup> is different in that it displays a jingle or catchphrase to "decipher." The AdsCaptcha technology completely changes the user experience without compromise.

Here's how it works: ADSCAPTCHA<sup>™</sup> offers advertisers a space to display their advertising images or video and allows them to choose the relevant text or phrase that the user will type in to complete the captcha. Advertisers are charged only for 'pay per type', messages that are read and inputted correctly. Since the consumer has to repeat the brand message in their mind as they enter it, statistically there is 1200% increase in chance that they will actually recall the brand message if they see it in another place in the future. The Captcha typing is actually faster and less intrusive with real words and branding messages.

AdsCaptcha creates new [advertising opportunities for publishers](#); They can instantly start generating revenue while simultaneously delivering a better consumer experience.

AdsCaptcha is the first internet company to use fully automated Pay Per Type<sup>™</sup> technology to combine [CAPTCHA security](#) technology with targeted advertising. [Advertisers](#) and publishers alike can sign up by filling out a simple form on the AdsCaptcha website.

The idea behind ADSCAPTCHA's<sup>™</sup> creation resulted from the fact that consumers are increasingly worn down by endless processes on the internet, and are so overwhelmed with banner and pop up ads that they simply don't notice them anymore. AdsCaptcha is a much cheaper and more effective solution for internet advertisers. Since the code is related to the everyday life of the user, the process of deciphering it is easier and doesn't interrupt the flow of the users' online experience. The message is delivered more quickly, engages consumers, and helps them recall messages through a simple experience.

What makes AdsCaptcha unique is that there is a huge emphasis on maintaining a balance between keeping its publishers safe from spam while creating a positive user interface. Other features of the ADSCAPTCHA platform include a free fully secure text only captcha with no advertising, brand exposure campaigns, engagement measurement, targeting, retargeting, remarketing tools, video and audio ad units.

ADSCAPTCHA™ solution is based on simple, timeless principles of advertising: meet the audience where they already are, gain their active engagement with the advertisers message and help them remember it by having them repeat it. The Company seizes more than 280,000,000 online opportunities every day to engage the audience with active, natural and powerful advertising encounters. Going out of beta, the service has already served over 3 million commercial Captcha codes, allowing its developers to optimize and be ready for millions of ads served daily.

#### ABOUT ADSCAPTCHA

ADSCAPTCHA's™ was created by a collection of serial entrepreneurs and security technologists. The Company is supported by esteemed Management and Advisory Board that includes [Professor Moni Naor](#), a leading figure in the development and invention of the captcha.

The captcha advertising solution, patented since 2008, was created to provide new and high-branding advertising opportunities. AdsCaptcha is a "win-win-win" system since it guarantees deliver of messages, increases recall rates, ROI and branding for advertisers. Currently, 85% of International Advertising budgets are considered Offline. AdsCaptcha brings similar levels of branding opportunities to the targeted markets of the online world, creating income streams for publishers and simplifying the validation process for end-users.

[www.adscaptcha.com](http://www.adscaptcha.com)