



THE
ADVERTISING
TREATY

Verification is how publishers earn premium CPMs again.

Cue is a software-only trust layer that lets websites, FAST channels, CTV platforms, and DOOH operators sell verified audiences—without identity, tracking, or PII.

Permission-based • Zero-knowledge verified • Publisher-first • No PII in motion

THE PROBLEM

Across the open web, mobile, FAST, CTV, and DOOH, most audiences are **inferred—not proven**.

Brands don't know who they're reaching.

Publishers can't prove value.

As a result, CPMs collapse and ad load rises.

Inference introduces waste, fraud, and mistrust—especially in environments where identity signals are weakest.

THE INSIGHT

Premium CPMs follow confidence.

When buyers trust who the audience actually is, they pay more.

When they don't, inventory is priced like a commodity—no matter how good the content is.

This is why closed, verified environments earn LinkedIn-level CPMs while the rest of the ecosystem struggles.

THE SOLUTION

Cue replaces inference with verification.

Cue verifies audience attributes with explicit permission.

Using zero-knowledge proofs, Cue can prove an attribute is true — **without revealing who the person is or moving raw data**.

No IDs | No tracking | No PII in motion

THE OUTCOME

Fewer ads. Higher CPMs. Happier customers.

Because the audience is verified:

- ✓ Advertisers pay premium rates
- ✓ Publishers can reduce ad load
- ✓ Users see fewer, more relevant ads

This works across **Web, Mobile, CTV, FAST, and DOOH**.



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How Permission-Based Verification Works

Permission

People choose which attributes they are willing to verify.

Verification

Cue cryptographically verifies those attributes locally using zero-knowledge proofs. Only a **scoped, signed claim** is shared —never identity or raw data.

Monetization

Publishers and platforms sell **verified inventory** at premium CPMs because buyers finally trust what they're buying.

Who Wins

Publishers & Platforms

- ✓ Higher CPMs with lower ad load
- ✓ Verified audiences instead of guesswork impressions
- ✓ Works with existing stacks
- ✓ No identity or regulatory risk

Brands & Advertisers

- ✓ Buy verified attributes, not inferred segments
- ✓ Less waste and fraud
- ✓ Clearer measurement and confidence
- ✓ Pay more only when value is proven

People

- ✓ Fewer ads
- ✓ More relevance
- ✓ Full control over what's shared
- ✓ Privacy by design

What the Advertising Treaty Is

The Advertising Treaty is the rulebook for permission-based advertising.

It Defines How:

- ✓ Consent is given
- ✓ Attributes are verified
- ✓ Value is shared
- ✓ Trust is maintained across the ecosystem

What This Is *Not*:

- ✗ Not an ad blocker
- ✗ Not a targeting trick
- ✗ Not an identity system
- ✗ Not hardware

Cue is **software-only verification infrastructure**.

**Verified audiences earn premium CPMs.
Everything else is guesswork.**

Read the full Advertising Treaty
theadvertisingtreaty.com