

Exploring the possibilities of blockchain for marketers

Issued by [Dentsu](#)

8 May 2023

One of the largest challenges for banks, financial institutions and FinTech companies is the need to stay relevant. To do so, we need to bring back the trust, give customers access to financial vehicles they never had access to before utilising this blockchain technology and look at what we can do for our clients with this emerging technology.



Now, more than ever, communicating and connecting them with customers makes it essential that as the marketers, we understand the potential for blockchain.

Blockchain-based systems enable us to make transactions quicker, more transparent in that there is a record of every single transaction, making it easier to track what has happened in the past and naturally, it's highly auditable. Unlike banks, blockchain has no intermediaries, transfers happen within a matter of seconds or minutes whilst still confirming that transactions are valid.

This technology revolutionises FinTech in particular, because it adds a level of trust into the system and speed, particularly across border speed and it has the benefit of reduced cost of sending that money through a central bank digital currency.

Dentsu Wisdom had the privilege of hosting [Alex Pryor](#), head of Digital Innovation at EOH, one of Africa's largest IT

companies, on the topic of blockchain and the potential for marketers, particularly in the banking, financial institution and FinTech realms. Blockchain, often explained in technical terms that would go over most heads, simply put by Alex, is a computer system that gives us a digital version of real-world things.

[Take a listen to the conversation.](#) Or [Dentsu Wisdom](#) to hear our previous shows.

- **The power of place in modern marketing** 23 May 2024
- **Amazon is here: Dentsu South Africa is ready!** 22 May 2024
- **Dentsu Africa's unstoppable rise: Triumphs at 2024 Pitcher Awards** 21 May 2024
- **Game changer: How data science is reshaping esports** 8 May 2024
- **The new frontier: AI-driven marketing in the digital age** 30 Apr 2024

Dentsu

dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-centered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>