

Permission.io

Algebraix Announces Rebrand to Permission.io

The new brand affirms the company's commitment to creating a new digital ad model based totally on permission.

(AUSTIN, TEXAS, September 12, 2018) Algebraix.io and its beta product “getALX” are officially rebranding to Permission.io. The rebrand reinforces a corporate dedication to creating permission-based relationships between advertisers and consumers.

“This rebrand gives clarity around what our company has always stood for and what users and advertisers on the platform can expect,” says Charlie Silver, CEO at Permission.io.

“Timing is right for a completely different ad model,” he adds. “Consumers are now actively avoiding interruptive ads and scrutinizing how their data is handled. Our model is founded on transparency and permission in order to deliver trust. It’s refreshing, and we think both customers and advertisers will see the benefits right away.”

The company launched its permission marketing application in beta at SXSW 2018. The web application has seen explosive organic growth, supporting the belief that an advertising model based on interruption is no longer viable. Both advertisers and members of the company’s beta community have enthusiastically adopted the permission-based advertising ethos made a practical reality by Permission.io, inspiring the comprehensive rebrand and the tagline, “Ask First.”

In addition to the corporate rebranding Permission.io is also renaming its cryptocurrency. The reward users get for engaging with ads is changing from ALX to ASK, in keeping with the idea that advertiser-consumer relationships built on permission are the key to loyalty and superior ROI.

About Permission.io

Permission.io is creating a new digital advertising model built purely on permission between advertisers and consumers. With complete transparency advertisers and consumers can now forge trusted relationships that were unavailable through the legacy models of interruption and obfuscation.

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