



Commerce Media **Evolved.**

katalys.com

WHAT IS COMMERCE MEDIA?

Commerce media links content and commerce together creating a seamless shopping experience.



Brands & Agencies

Acquire new customers and generate brand awareness through performance and paid partnerships.



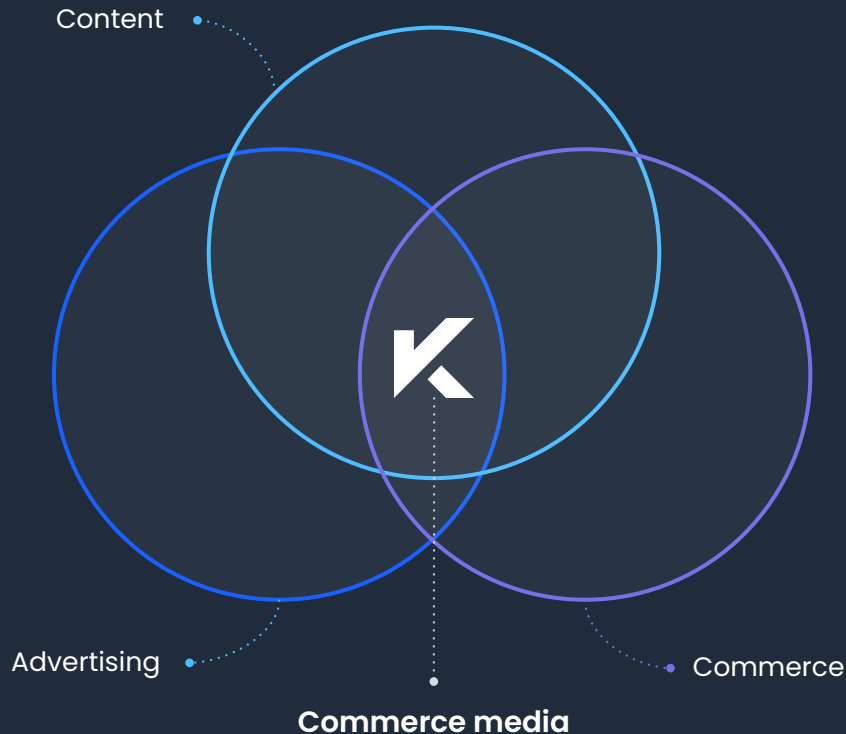
Creators & Publishers

Monetize your audience with our brand offers and sell your inventory in the Katalys Marketplace.



Customers

Gain an informed, secure path to shop with their favorite brands.



"Commerce media is revolutionizing how ads are bought and optimized. Companies need the right strategy to share in its potential trillion-dollar-plus value."

[McKinsey, Commerce Media: The new force transforming advertising, July 2022](#)

KATALYS MARKETING PLATFORM

Katalys is an end-to-end marketing technology platform that enables brands and partners to increase profits by focusing on:

- ✓ Profitable Performance Partnerships
 - ✓ Industry Leading Attribution
 - ✓ High-Converting Custom Content
 - ✓ Media Planning & Buying
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Our goal is to empower the world's greatest **brands, agencies, creators, publishers** and **ad-tech** providers with tools to accelerate growth and create Omniwin experiences with consumers.

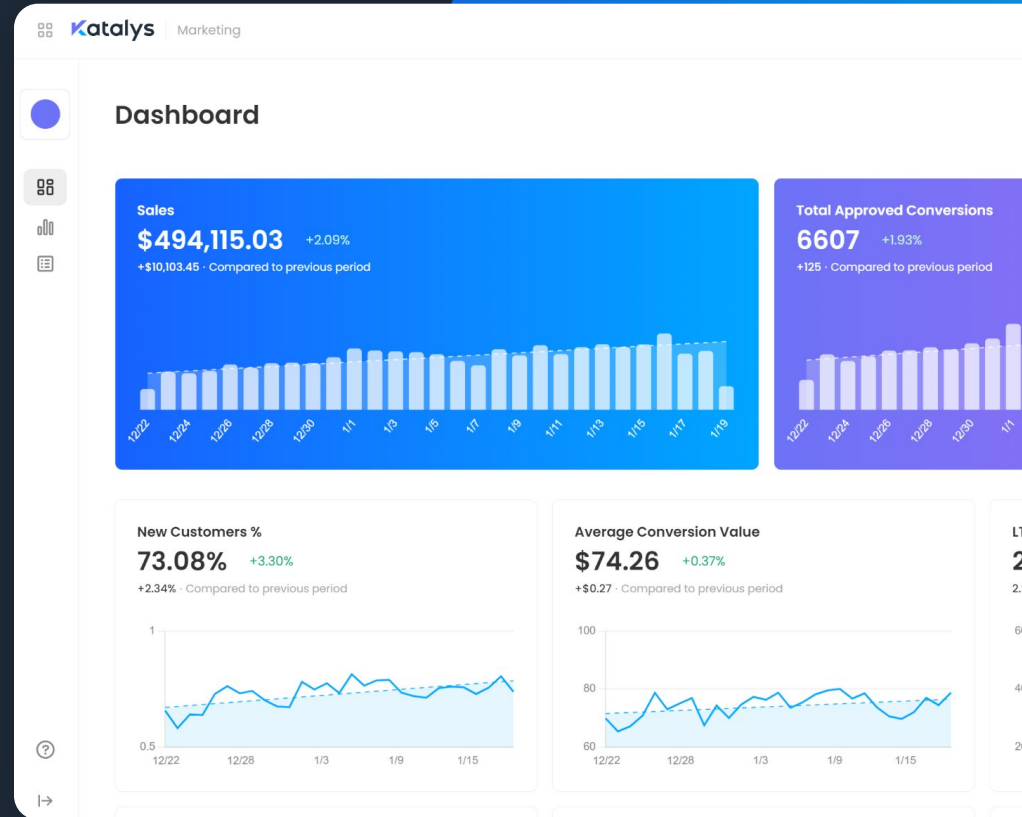




Katalys | Marketing

Katalys Marketing Platform

Easily track and optimize your marketing efforts by utilizing comprehensive analytics, starting from the initial consumer engagement to post-purchase behavior, ensuring maximum ROI.





Katalys | Marketing

AGENCIES

Accelerate your clients consumer discovery, conversion, and growth with fully scalable solutions tailored to help enterprise brands maximize revenue.

- Premium custom content
- Curated paid opportunities
- Reliable tracking, reporting and insights
- Expert team at your service



Client Growth and Management Tools

Between our robust reporting and management tools, you always have control over the process.



Commerce Content at Scale

Our award-winning writers and experts know how to balance writing that drives conversions.



Streamlined Campaign Management

Access hundreds of top-tier publisher connections and curated, multi-channel opportunities in one place.



Katalys Marketing Platform

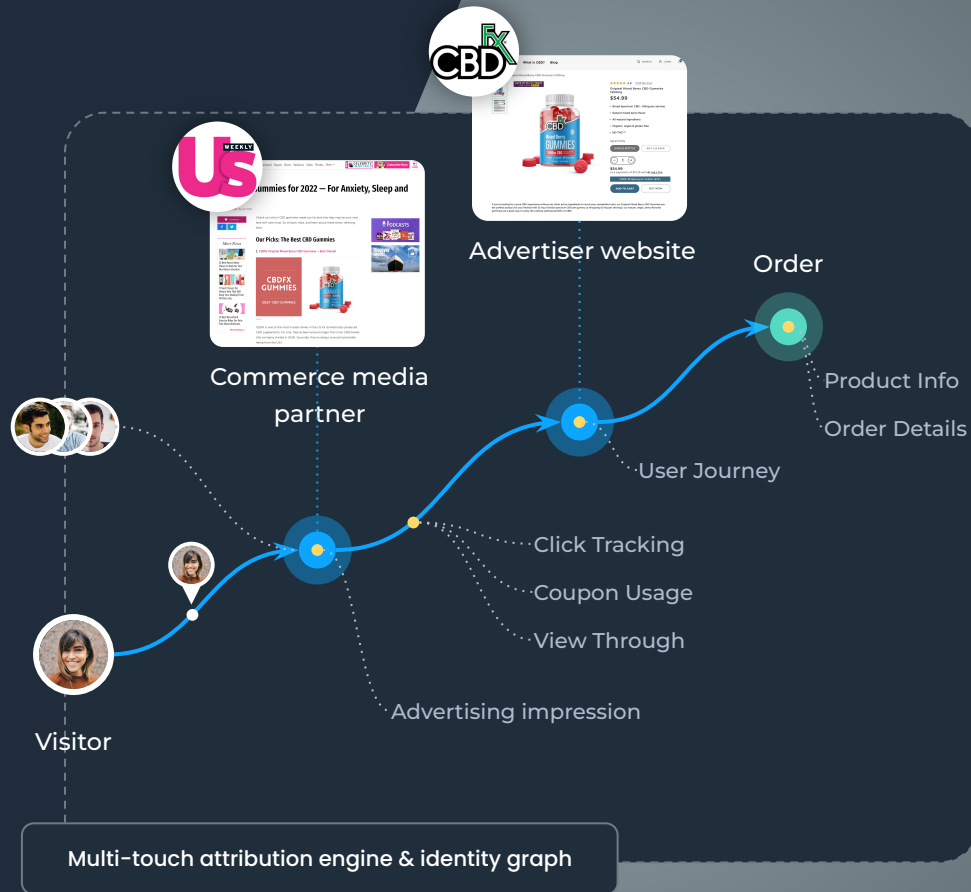
We bring together top media companies and major brands, maximizing value and revenue growth.

ATTRIBUTION & IDENTITY

Advanced multi-touch attribution engine and identity graph that drives results and powers effective marketing decisions.

The Katalys Attribution Platform enables the tracking of every sale from first interaction through conversion, and across the entire customer lifespan.

This ensures that conversions are properly attributed to the partner that drove it, keeping your partners motivated to keep growing!





Katalys | Paid Opportunities

Katalys Marketplace

A centralized destination for the **widest range of paid advertising opportunities** including content placements, reviews, newsletter inclusions, social whitelisting, and more!

With a streamlined deal-making process, publishers unlock new revenue while enabling brands and agencies to simplify campaigns and drive growth. As an extension of your team, Katalys **eliminates operational bottlenecks** by handling management, contracts, billing and more – *so you can focus on results.*

The screenshot displays the Katalys Advertiser Marketplace interface. At the top, the user is identified as 'Inspire Creations' with 'Advertiser: 1 Programs'. The navigation menu on the left includes: Dashboard, Explore, Marketplace (highlighted), Partners, Programs, Reports, Members, and Integrations.

The main 'Marketplace' section features a search bar: 'Search Partners, verticals, and tags'. Below this is a table of advertising opportunities with the following columns: Traffic Source, Send Inquiry, Opportunity Type, and Description.

Traffic Source	Send Inquiry	Opportunity Type	Description
Featured ^			
Layers	Send Inquiry	Brand Review	Showcase your brand in a review highlighting your str
Terra Firma	Send Inquiry	Listicle Inclusion, Native Display Ad, Social Amplification	Combine the power of stor visibility with a listicle featu
Content ^			
Capsule	Send Inquiry	Advertorial, PR Feature	Elevate your brand with a written advertorial paired v
Echo Point	Send Inquiry	Sponsored Post	Tap into our audience with crafted article featuring yo
Social ^			
Bright Wave	Send Inquiry	Social Post, Social Whitelisting	Boost your brand's reach w featured post on our social
GFBA Business	Send Inquiry	Social Post, Social Amplification	Amplify your message with social post paired with stra
Display ^			
Summit Grove	Send Inquiry	Standard Display Ad	Drive brand awareness with striking banner ad placed i

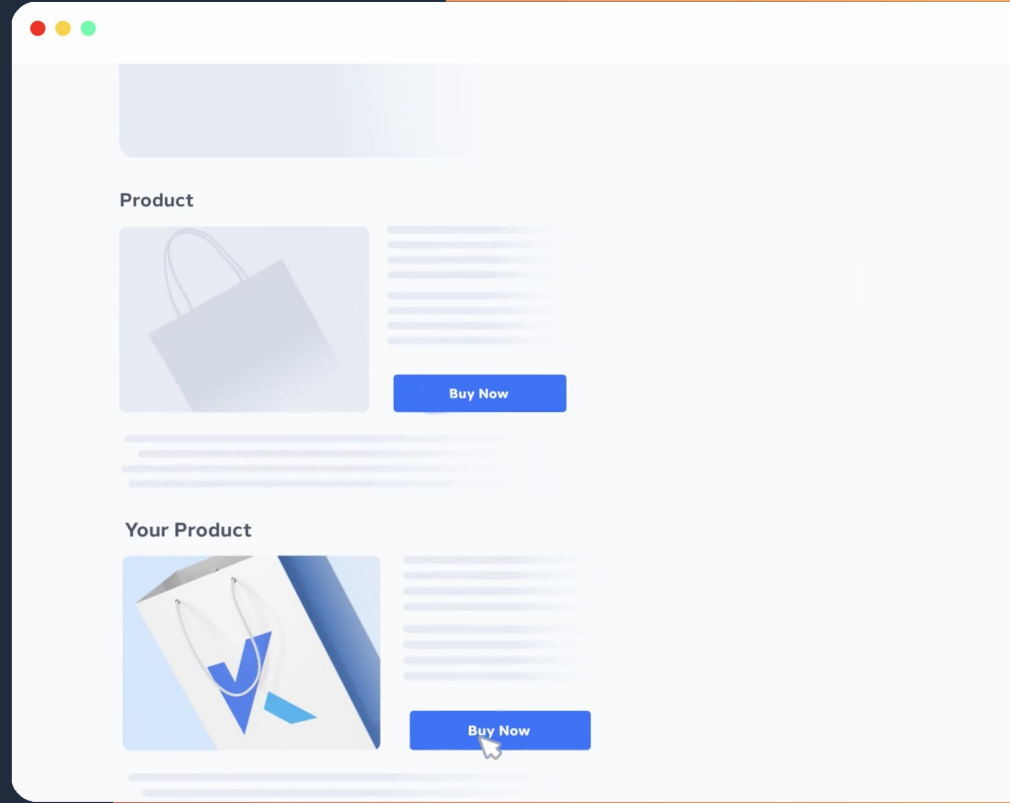


Katalys | Media

Commerce Content & Media Planning

Our media planning experts help brands secure high-impact placements across premium publishers, aligned with their unique campaign goals.

By leveraging strategic, full-funnel campaigns, brands strengthen credibility, increase visibility, and turn consideration into action through commerce content.





Grow with Katalys

More info at www.katalys.com

Or email us: sales@katalys.com