



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.



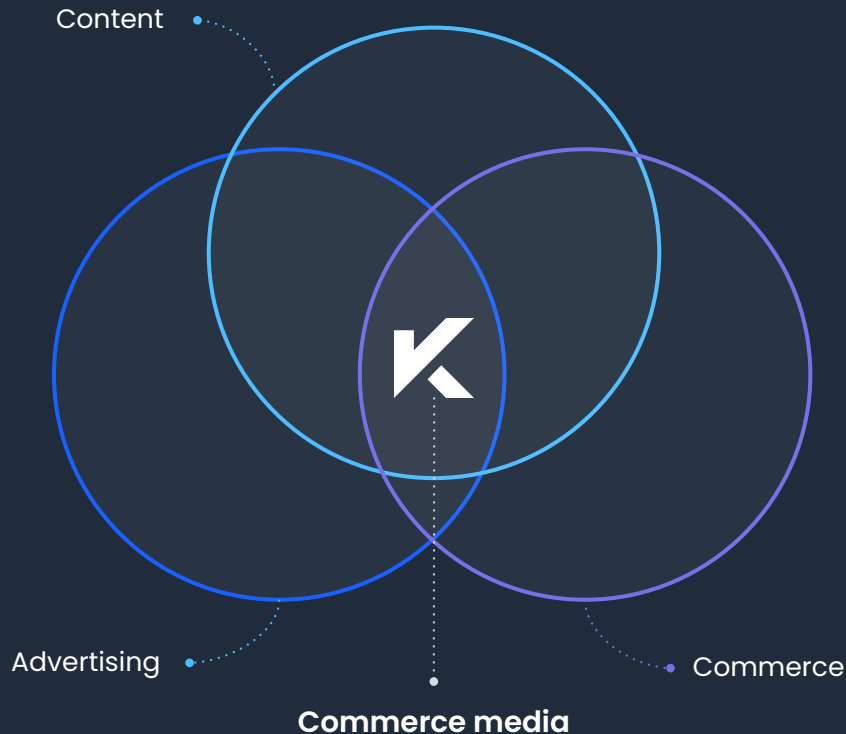
Creators & Publishers

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.

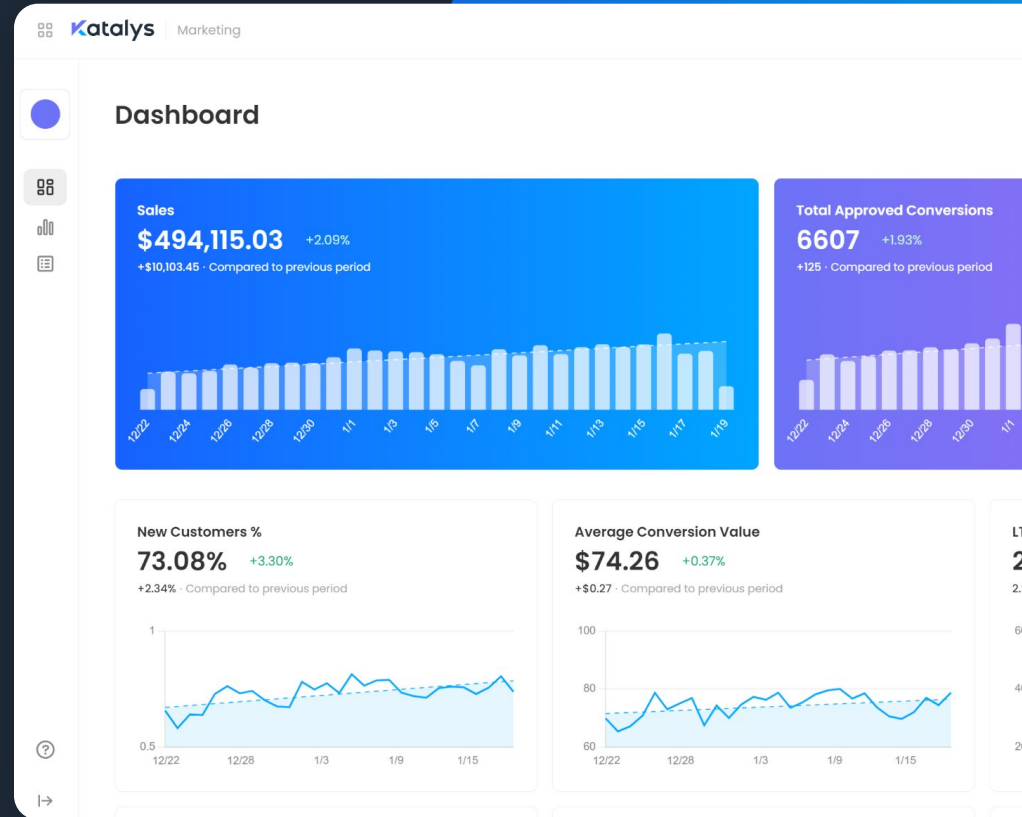




Katalys | Marketing

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

BRANDS & MERCHANTS

Build relationships with elite publishers, marketers, and influencers, that align with brand values, while tapping into **400M+** potential shoppers.

- Generate sales growth on a performance basis
- Gain visibility into full funnel insights
- Access hundreds of opportunities from top partners
- Save valuable time with Katalys-managed vendor approvals, billing setup, and contract negotiations
- Backed by a team of experts to set you up for success



3000+

Direct Publishers



400M+

Potential Shoppers



\$100M+

Brand Sales Generated



Katalys | Services

Katalys Client Services

Need help ramping up, attracting partners and optimizing? Accelerate your program with our industry experts!

- 1:1 Account Management Support
- Unlock our expertise and insights
- Take operational weight off your plate

Inquire to learn more about pricing at sales@katalys.com

	Basic	Assisted	Managed
General Client Support	✓	✓	✓
Paid Opportunity Marketplace Access	✓	Priority	First Look
Media Planning Support	✓	Priority	First Look
Partner & Opportunity Development	–	✓	✓
Dedicated Account Manager	–	✓	✓
Scheduled Performance Reviews	–	Quarterly	Monthly
Program Optimization & Market Insights	–	✓	✓
Application Management	–	–	✓
Added-Value Placement*	–	✓	✓
Featured Partner Newsletter Highlight	–	✓	✓

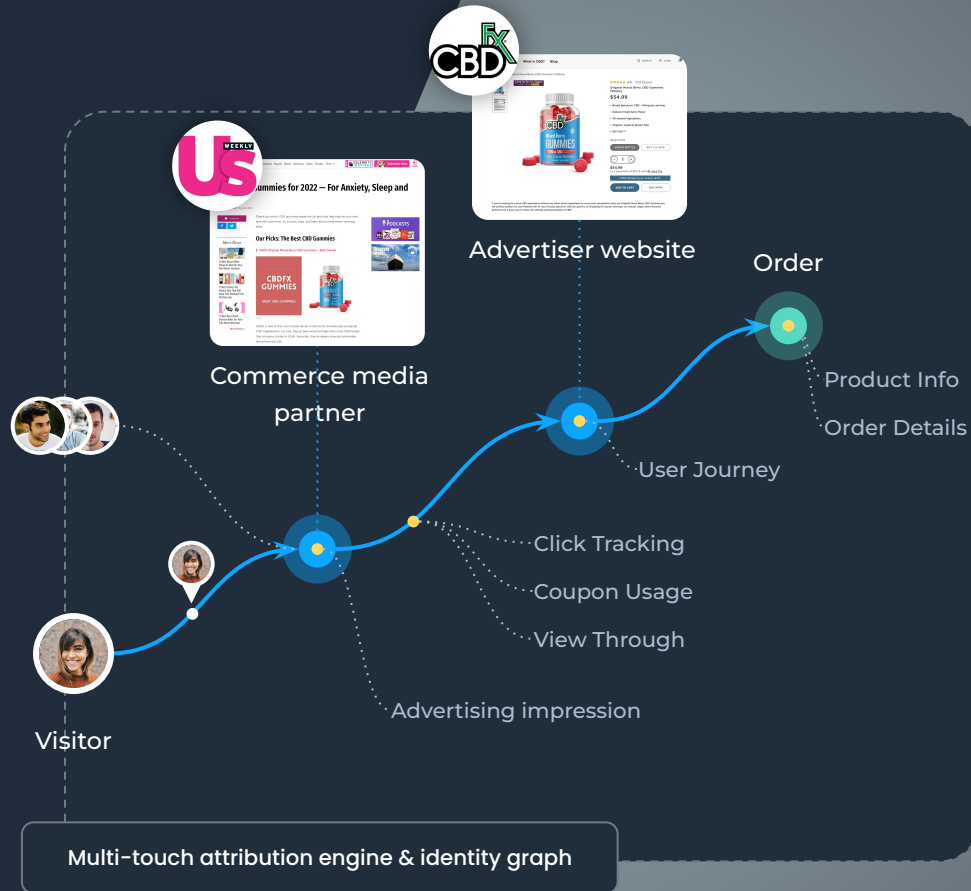
*Subject to opportunity availability & timing

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.*

Marketplace

Search Partners, verticals, and tags

↓ 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

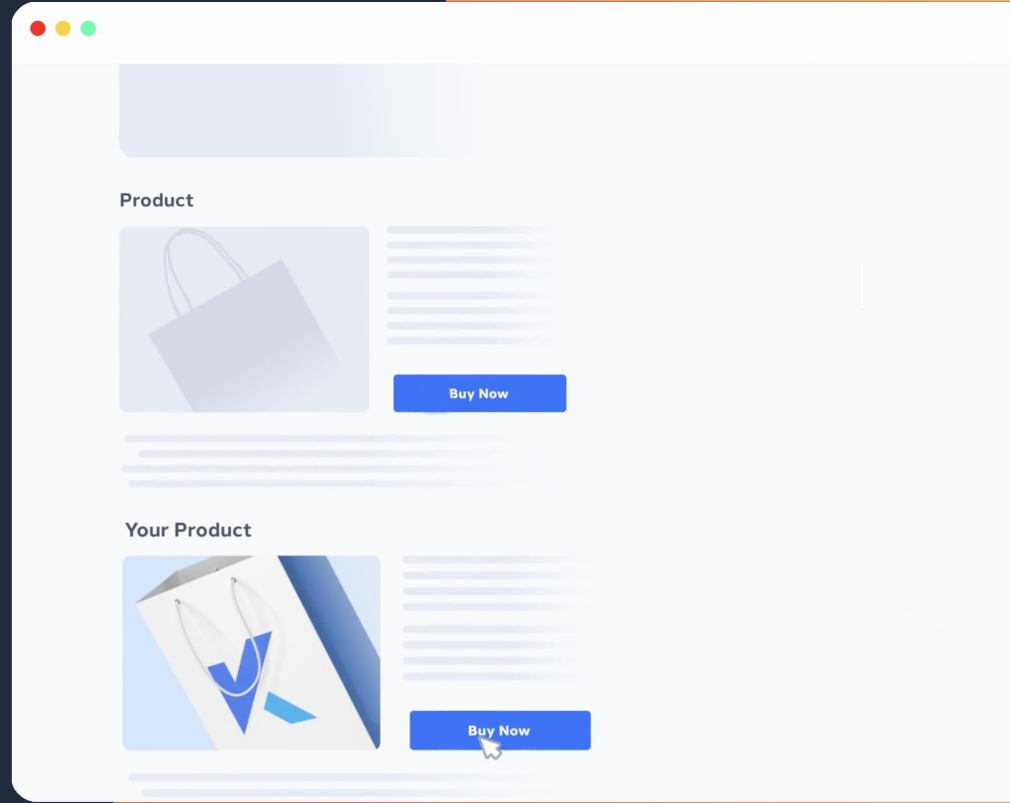


Katalys | Media

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