



# Commerce Media **Evolved.**

[katalys.com](https://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.



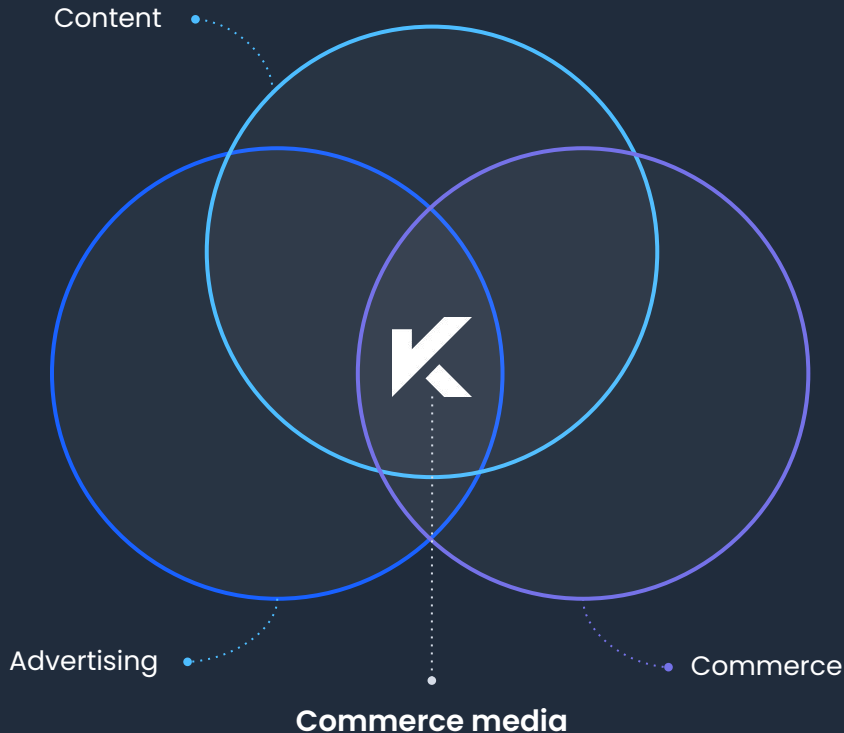
### Creators & Publishers

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.

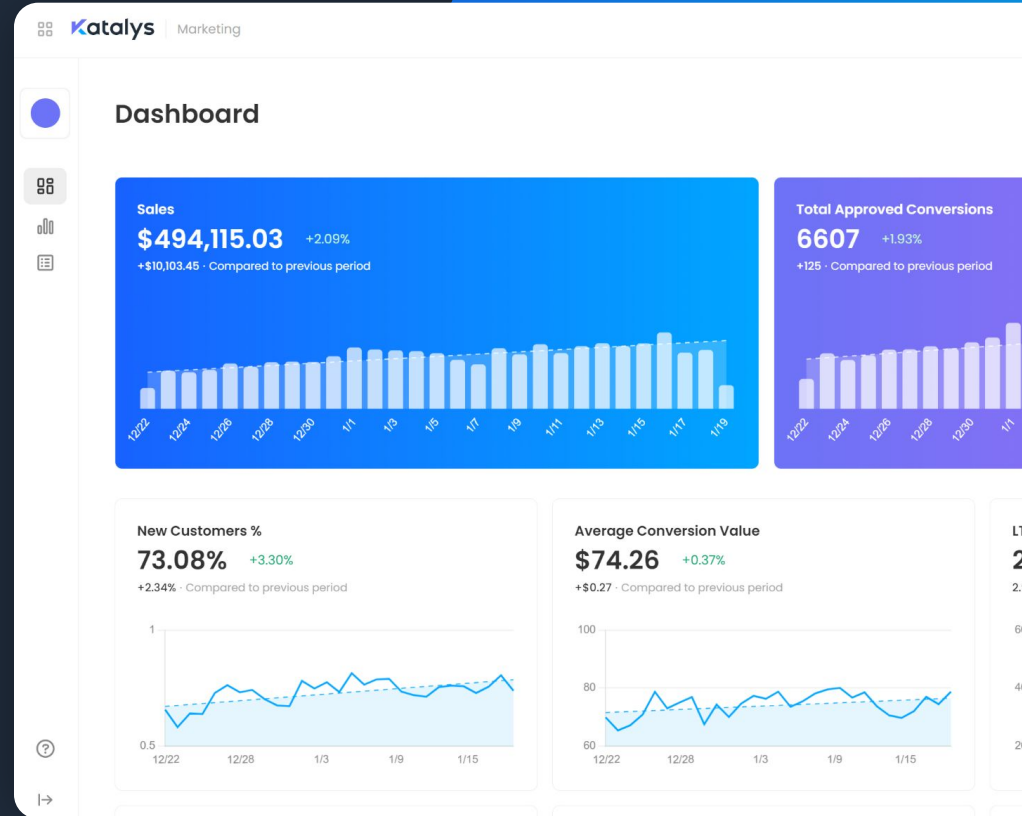




Katalys | Marketing

# 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.



**Katalys** | Marketing

## PUBLISHERS & CREATORS

Join **3,000+** Direct Publishers who utilize the Katalys Platform to access over **10,000+** Products to create content with top tier brands.

- Hundreds of top-tier brands
- Reliable tracking, reporting and insights
- Simplified opportunity management
- Expert support at every step



### Increase EPC

Access our affiliate marketplace with thousands of VIP payouts to top-tier brands.



### Industry-Leading Attribution

Get the attribution credit whether users convert on-site or off-site.



### Unlock New Revenue

Monetize any format, we connect your ad inventory with high-demand buyers to drive consistent revenue.



### Simplify Opportunity Management

We manage marketing, recruitment, and inquiries, so you can focus on delivering quality opportunities.



**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](mailto: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

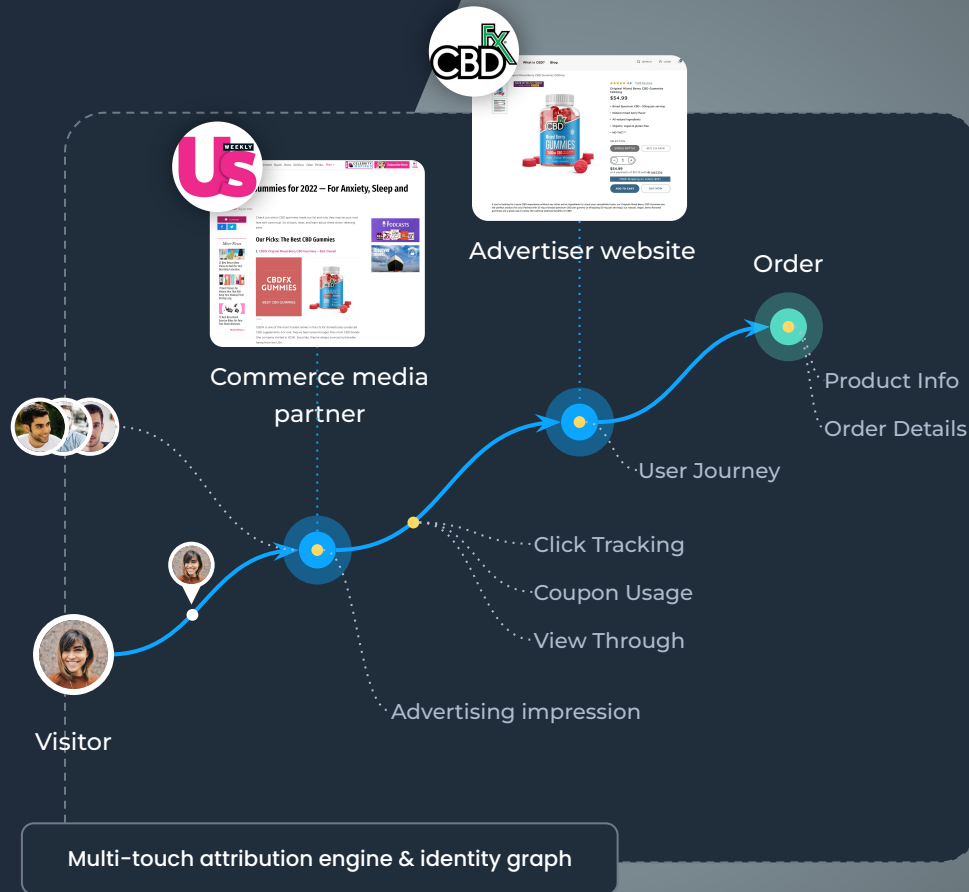


## ATTRIBUTION & IDENTITY

**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.*

The screenshot displays the Katalys Marketplace interface for an advertiser. The top navigation bar includes the Katalys logo and the user role 'Advertiser'. A sidebar on the left lists navigation options: Dashboard, Explore, Marketplace (highlighted), Partners, Programs, Reports, Members, and Integrations. The main content area is titled 'Marketplace' and features a search bar for 'Partners, verticals, and tags'. Below the search bar, a table lists various advertising opportunities, each with a 'Send Inquiry' button and associated tags for opportunity type and description.

Traffic Source	Send Inquiry	Opportunity Type	Description
<b>Featured</b>			
Layers	Send Inquiry	Brand Review	Showcase your brand in a review highlighting your strengths.
Terra Firma	Send Inquiry	Listicle Inclusion, Native Display Ad, Social Amplification	Combine the power of storytelling with a listicle feature to increase visibility.
<b>Content</b>			
Capsule	Send Inquiry	Adventorial, PR Feature	Elevate your brand with a written advertorial paired with a high-quality image.
Echo Point	Send Inquiry	Sponsored Post	Tap into our audience with a crafted article featuring your brand.
<b>Social</b>			
Bright Wave	Send Inquiry	Social Post, Social Whitelisting	Boost your brand's reach with a featured post on our social media channels.
GFBA Business	Send Inquiry	Social Post, Social Amplification	Amplify your message with a social post paired with strategic content.
<b>Display</b>			
Summit Grove	Send Inquiry	Standard Display Ad	Drive brand awareness with a striking banner ad placed in high-traffic areas.

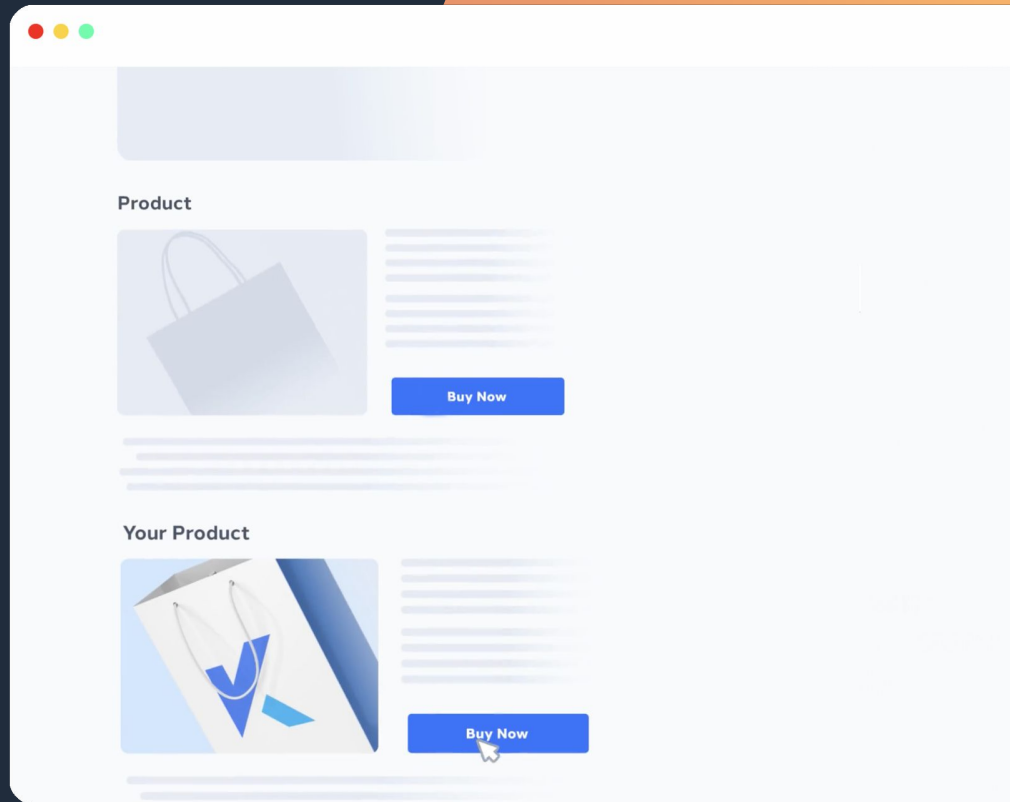


Katalys | Media

# 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](http://www.katalys.com)

Or email us: [sales@katalys.com](mailto:sales@katalys.com)