



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.



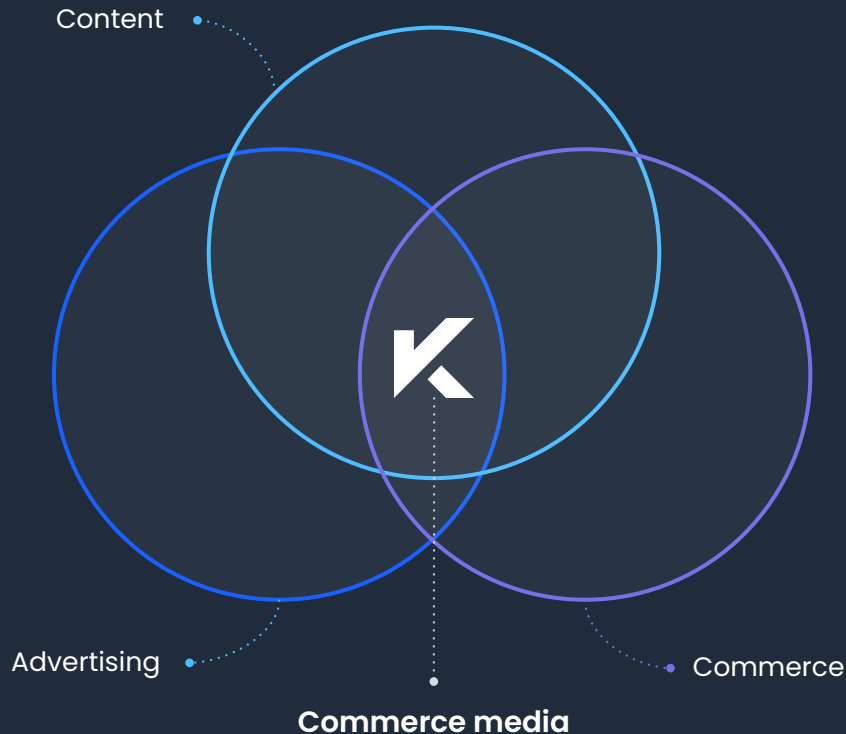
### Creators & Publishers

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
- 

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.

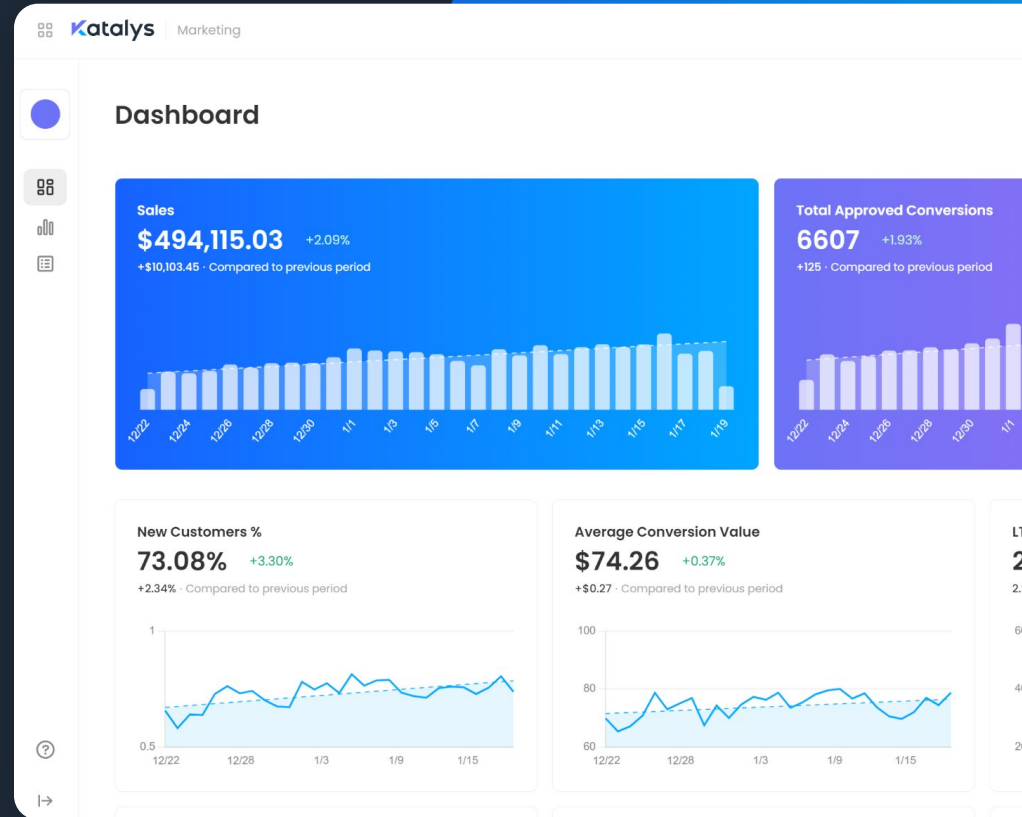




Katalys | Marketing

# 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

## 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

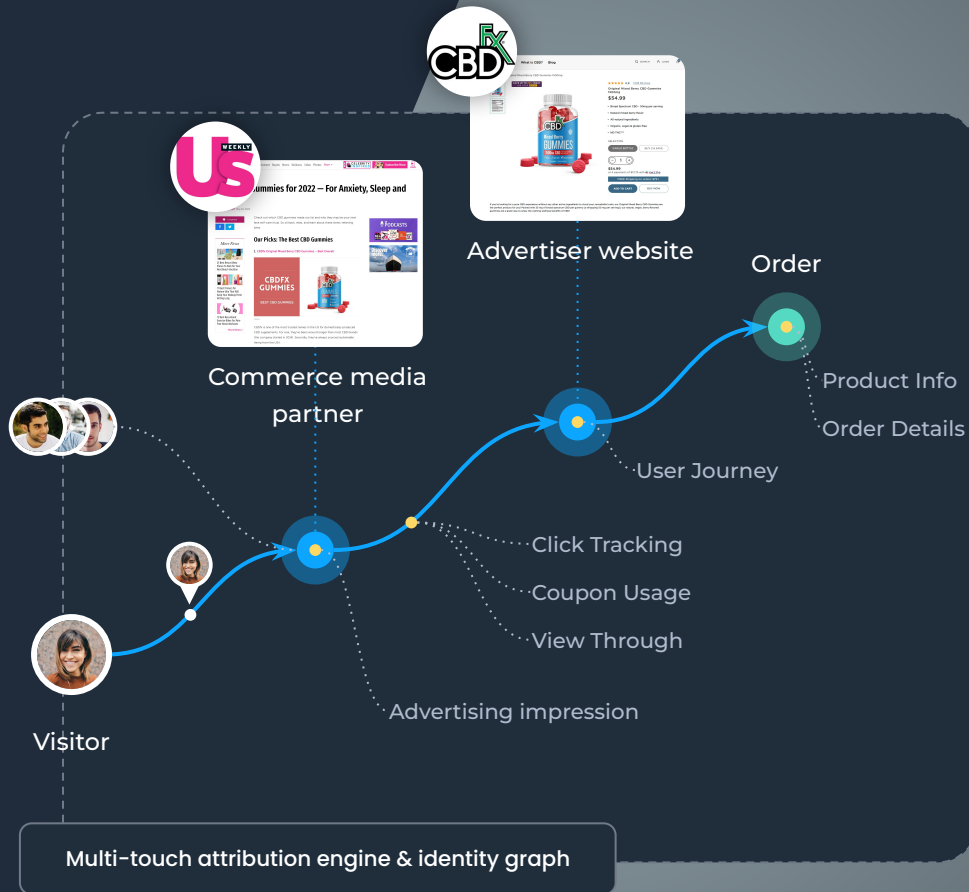
We manage marketing, recruitment, and inquiries, so you can focus on delivering quality opportunities.

## 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
<b>Featured</b> ^			
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
<b>Content</b> ^			
Capsule	Send Inquiry	Adventorial 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
<b>Social</b> ^			
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
<b>Display</b> ^			
Summit Grove	Send Inquiry	Standard Display Ad	Drive brand awareness with striking banner ad placed i

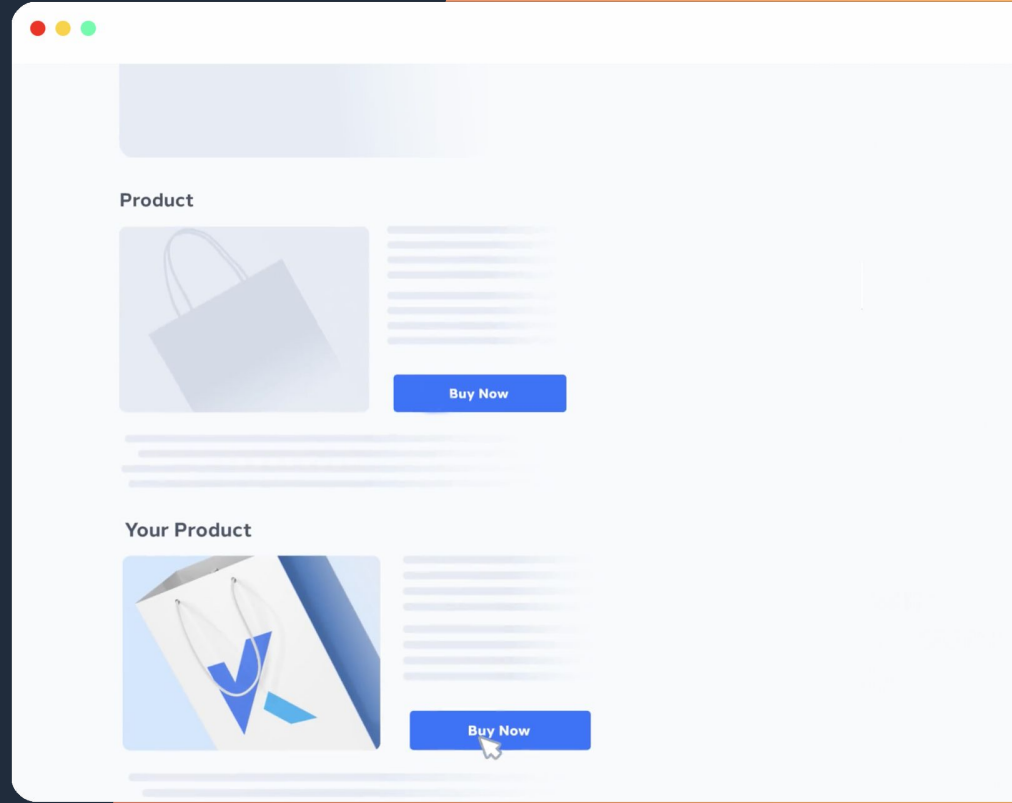


Katalys | Media

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

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