



Social Whitelisting: Turn Publisher Influence into Ad Performance



What is Social Whitelisting?

Social whitelisting allows brands to run paid social ads through a publisher's account, leveraging their credibility and audience trust. These ads can drive traffic to a brand's site or an article featuring the brand.

Two Ways to Manage:

- *Publisher-Managed:* The publisher creates, runs, and optimizes a sponsored co branded post on their social page on behalf of the brand.
- *Brand-Managed:* The brand creates, runs, and optimizes their own sponsored post that's delivered on the publishers social account, or targeting its audiences.

Why It Works

- **Trusted Authority** - Gain instant credibility by running ads through publishers' established social accounts.
- **Expanded Reach** - Tap into new, engaged audiences beyond your brand's followers.
- **Performance Insights** - Both brands and publishers access campaign data to optimize future strategies.

How to Get Started

- Identify a partner that aligns with your target audience & campaign goals
- Decide on your campaign management strategy
- Get connected through Katalys & grant necessary ad access
- Launch your campaign & track your performance
- Use insights to refine targeting, adjust creatives & maximize impact



Connect with the Katalys team to explore publishers offering social whitelisting placements that best support your goals.

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Preview Katalys Marketplace

