



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 in the US is expected to grow to more than \$100 billion by 2027, representing more than 20 percent of advertising budgets.”*

[McKinsey, The evolution of commerce media: Navigating a new era in advertising, May 2025](#)

## 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 Content
  - ✓ Optimized Media 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.

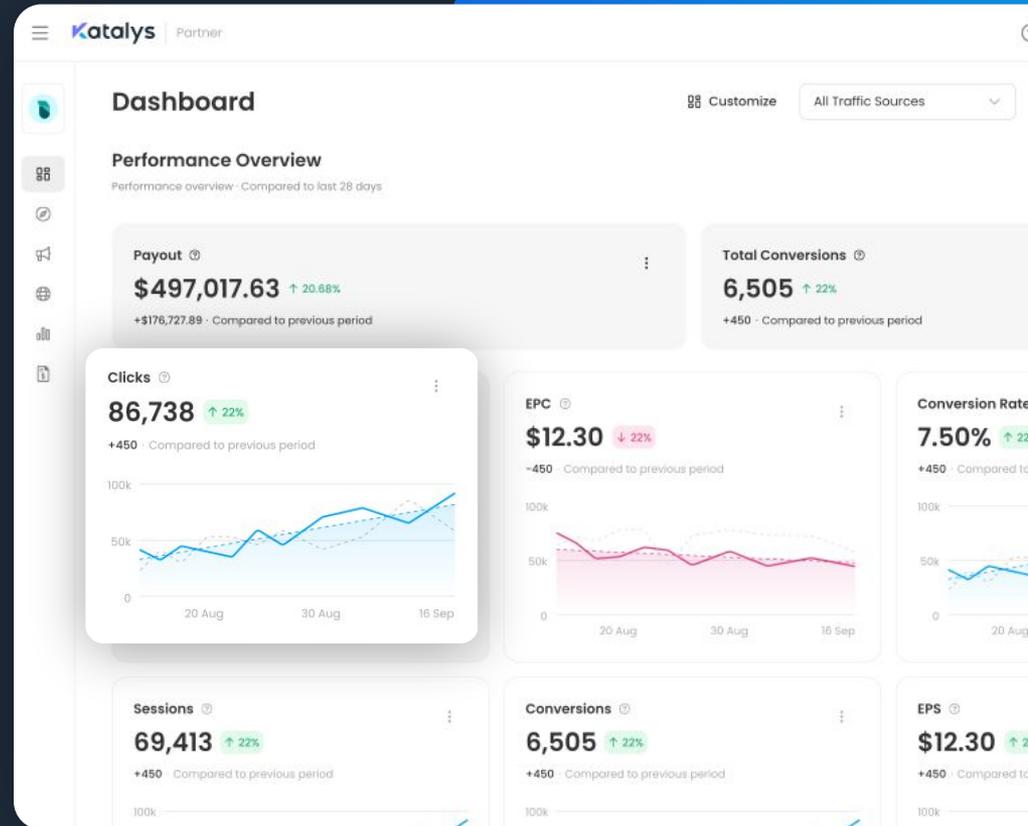




Katalys | Marketing

# 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

## 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.



### 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



**\$500M+**

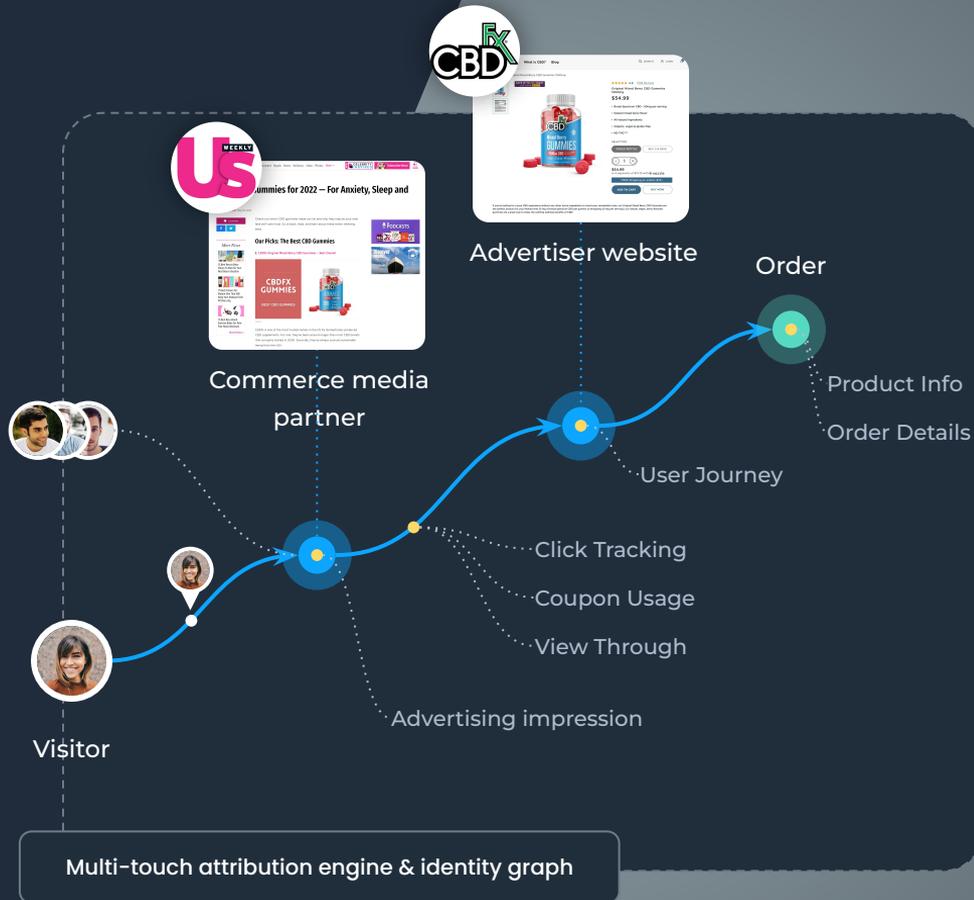
Brand Sales Generated

## 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!





# The Leader in Telehealth Offers

With **60+ telehealth brands** spanning GLP-1, TRT, HRT, ED, Hair Loss, etc on our network, we're the experts in new patient acquisition and cross-channel growth, **powering millions in revenue** through performance-based marketing.

From D2C telehealth to e-commerce, Katalys *connects performance with results.*

The screenshot displays the Katalys Marketing interface. At the top, it shows the Katalys logo and 'Marketing' text. Below this is a navigation menu with options: Dashboard, Explore (selected), Promotions, My Programs, Traffic Sources, Analytics, Payments, Integrations, and Settings. The main content area is titled 'Explore' and features a search bar and a 'Filters' button. A dropdown menu shows 'Acme Corp Partner'. The main display consists of a grid of advertiser cards, each with a logo, name, 'Advertiser' status, social media icons, and performance metrics.

Advertiser	Resp. Rate	Acceptance	Match
Sage Rx	94%	2%	100%
Meadow	94%	2%	100%
Sun Labs	94%	2%	100%
Coral Clinic	94%	2%	100%
Aloe MD	94%	2%	100%
Canyon	94%	2%	100%



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!

Katalys Marketplace eliminates operational bottlenecks and streamlines opportunity management – *so you can focus on results.*

**Katalys** Advertiser

Inspire Creations  
Advertiser · 1 Programs

- Dashboard
- Explore
- Marketplace**
- Partners
- Programs
- Reports
- Members
- Integrations

## Marketplace

Search Partners, verticals, and tags

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



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
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



# Grow with Katalys

More info at [www.katalys.com](http://www.katalys.com)

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