



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.



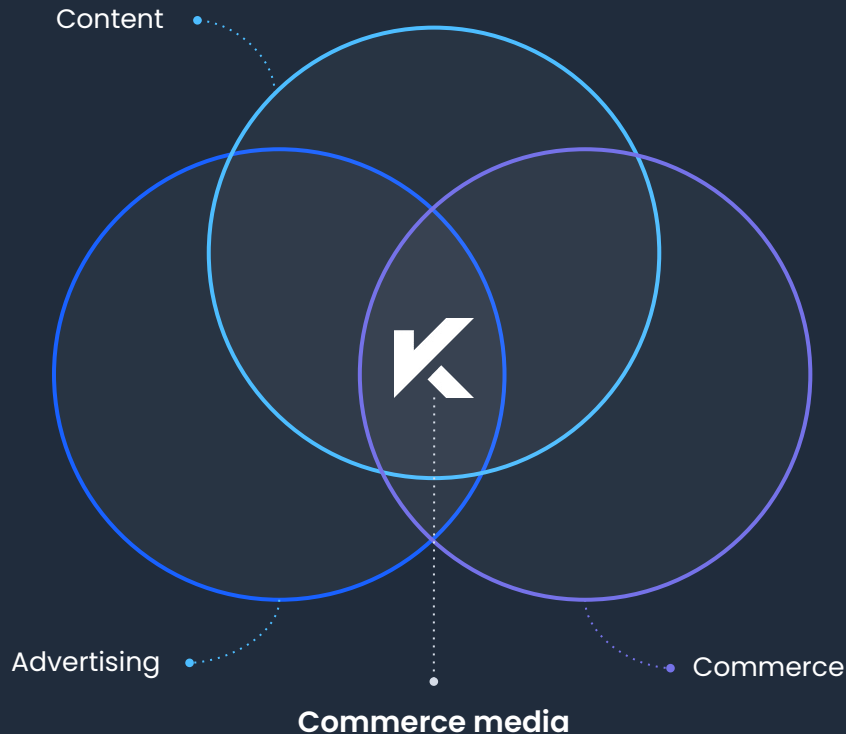
Creators & Publishers

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 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
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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.

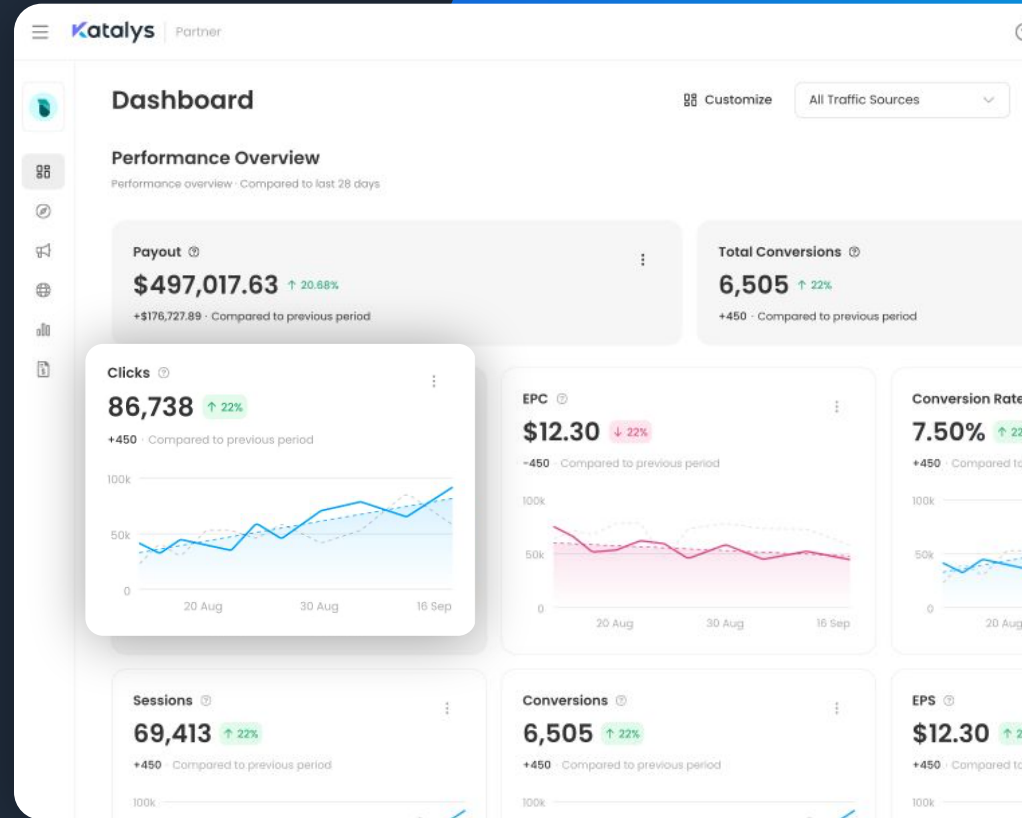




Katalys | Marketing

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



\$500M+

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
Partner & Opportunity Development	–	✓	✓
Dedicated Account Manager	–	✓	✓
Scheduled Performance Reviews	–	Quarterly	Monthly
Program Optimization & Market Insights	–	✓	✓
Application Management	–	–	✓
Added-Value Placement*	–	✓	✓
Featured Partner Newsletter Highlight	–	✓	✓

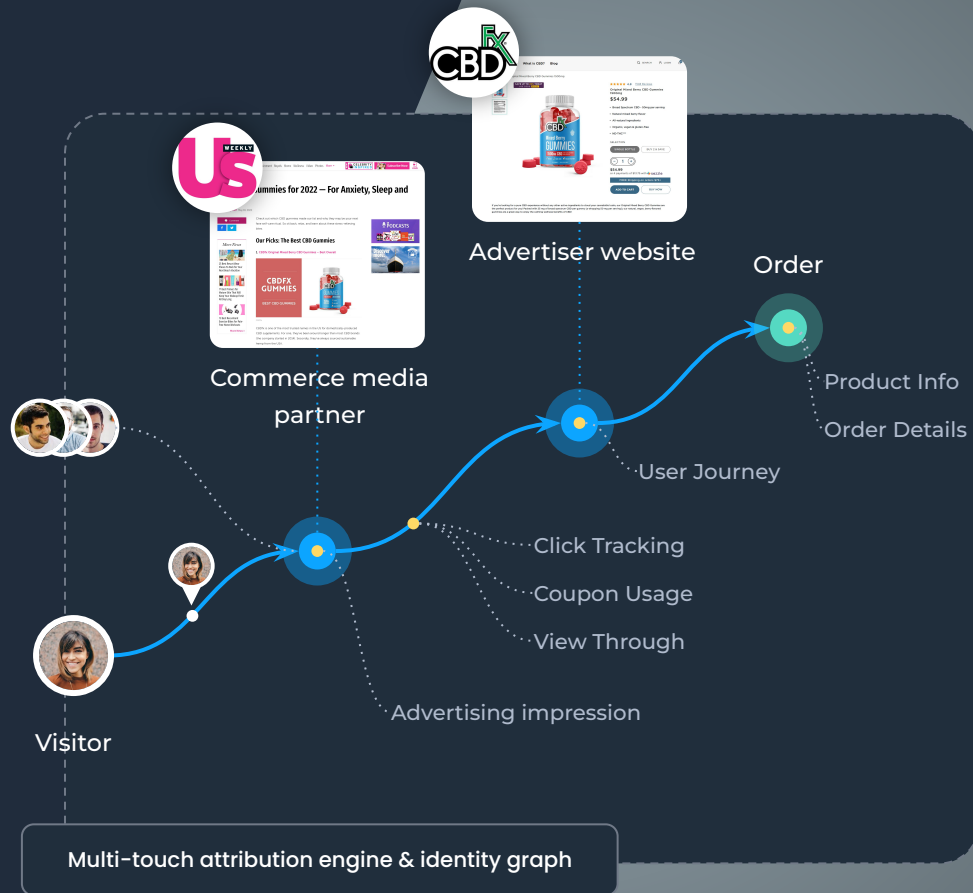
*Subject to opportunity availability & timing

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!



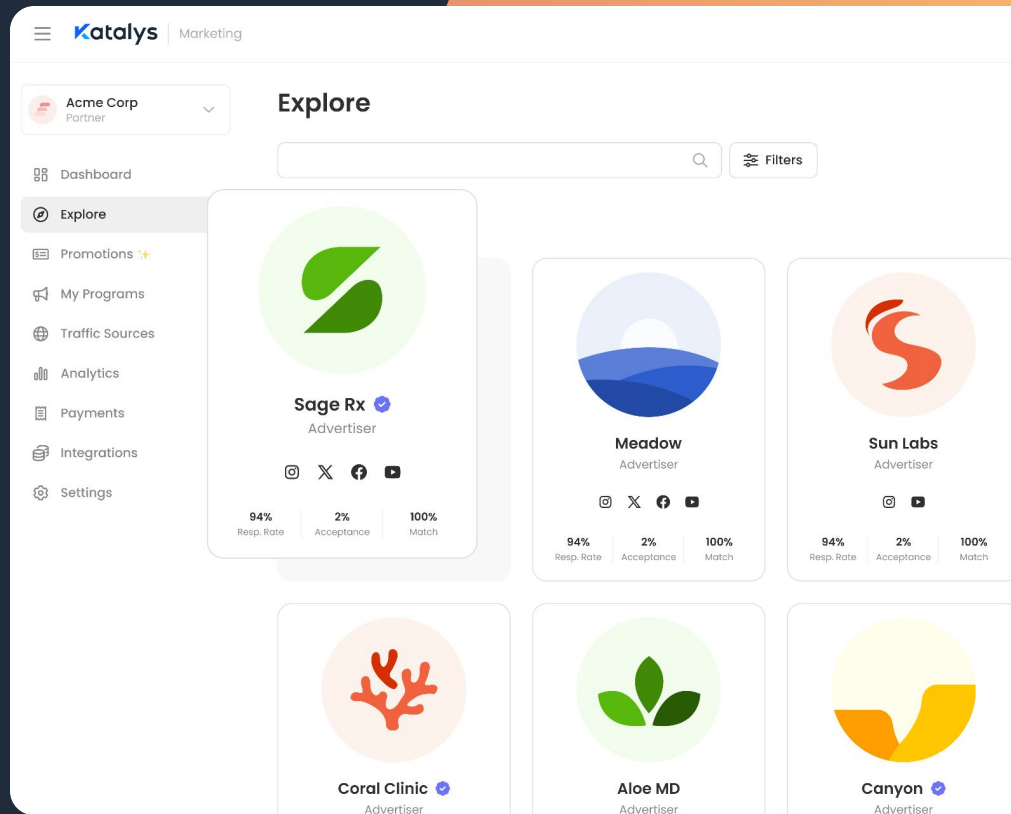


Katalys | Verticals

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.*



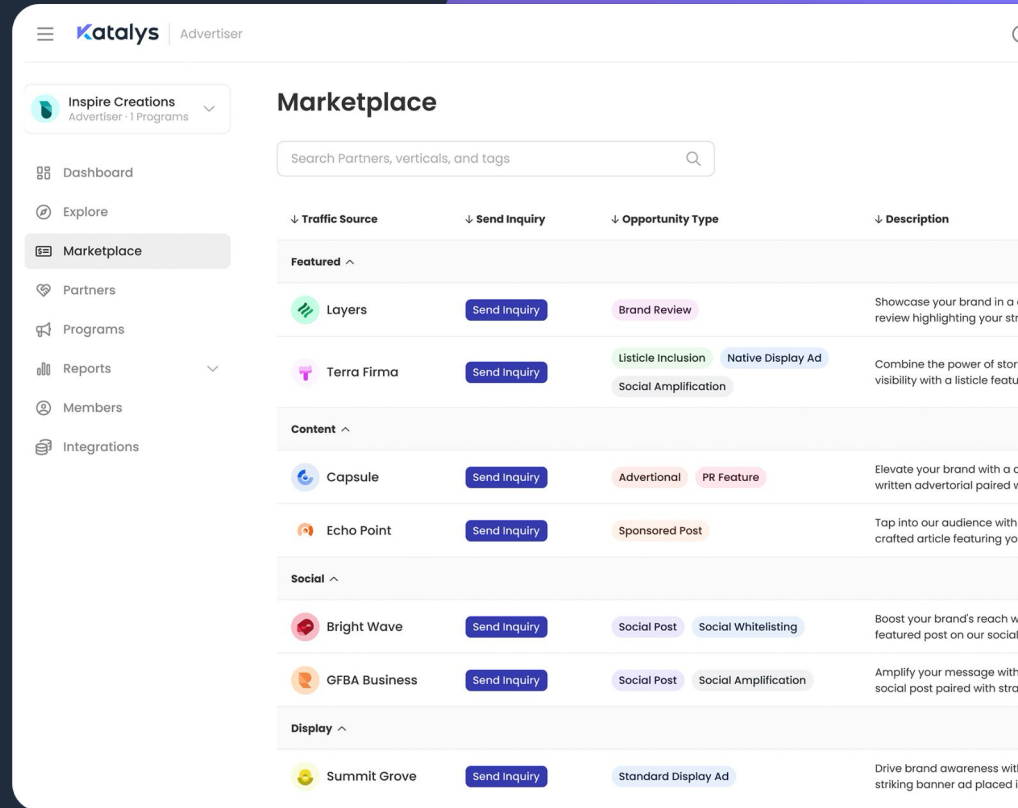


Katalys | Paid Opportunities

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.*





Grow with Katalys

More info at www.katalys.com

Or email us: sales@katalys.com