



Commerce  
Media **Evolved.**

[katalys.com](https://katalys.com)

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## 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

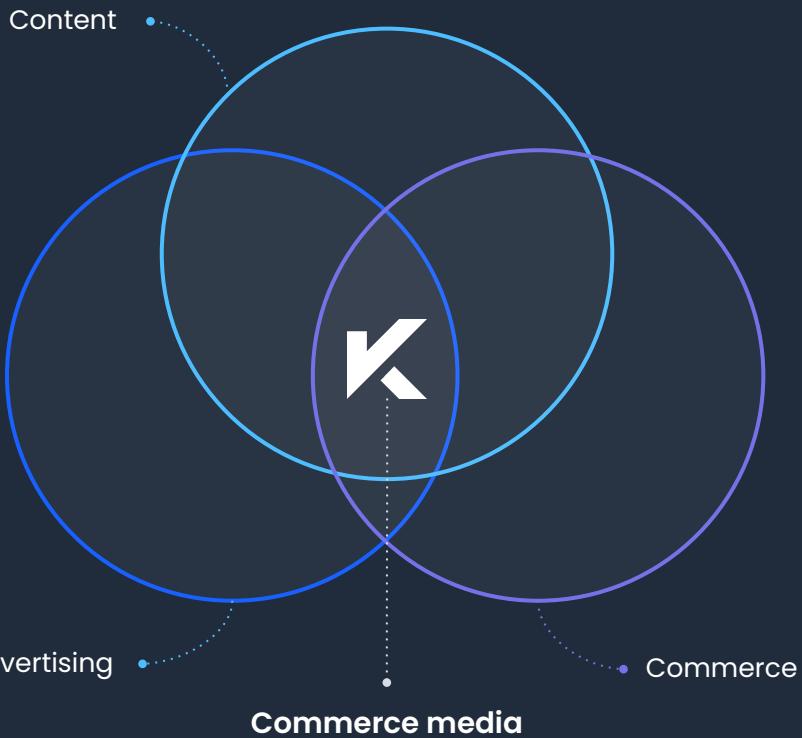


Monetize your audience with our brand offers and sell your inventory in the Katalys Marketplace.

### 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.

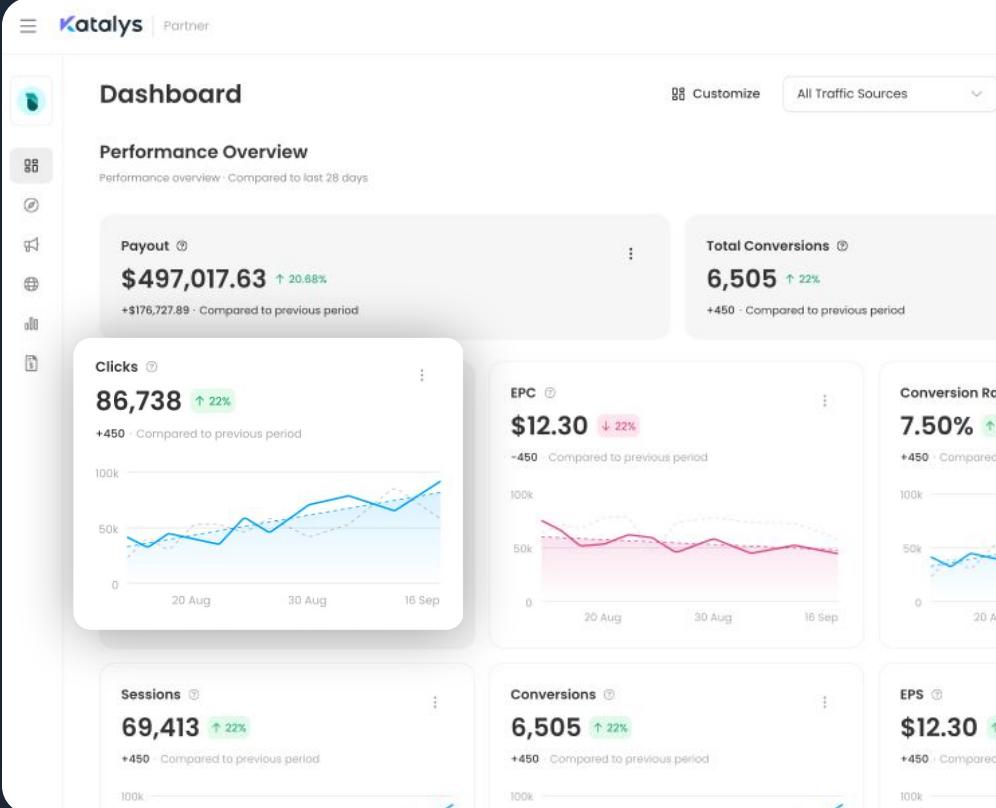




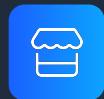
Katalys | Marketing

# 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.



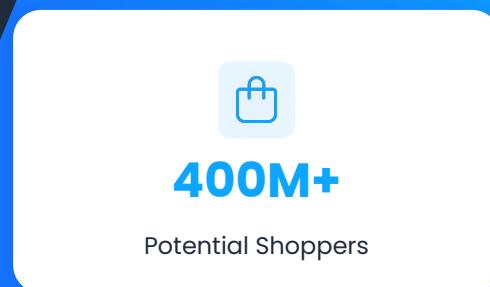
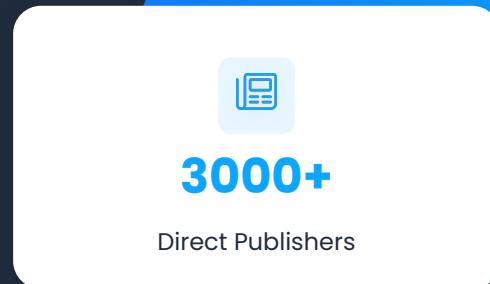
Katalys



## 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





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	-	✓	✓

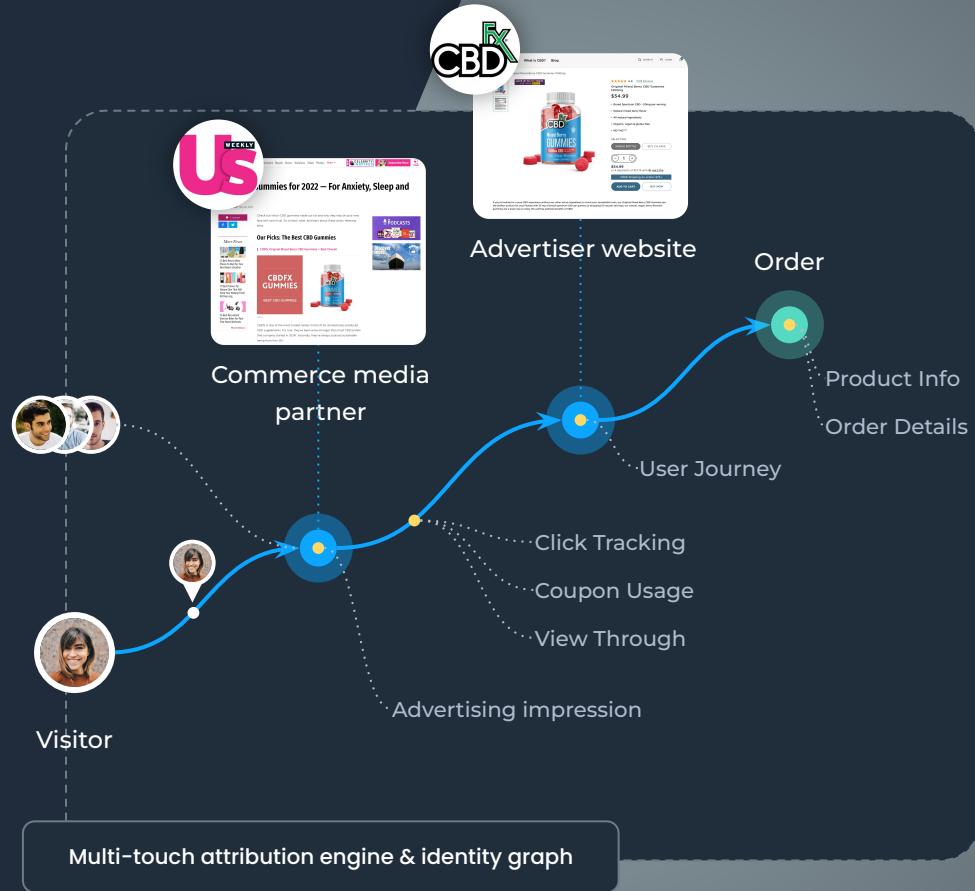
\*Subject to opportunity availability & timing

## 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.*

The screenshot shows the Katalys Marketing platform's 'Explore' section. The left sidebar includes navigation links: Dashboard, Explore (selected), Promotions, My Programs, Traffic Sources, Analytics, Payments, Integrations, and Settings. The main area displays profiles for five brands: Sage Rx (Advertiser), Meadow (Advertiser), Sun Labs (Advertiser), Coral Clinic (Advertiser), Aloe MD (Advertiser), and Canyon (Advertiser). Each profile card features a circular logo, the brand name, 'Advertiser' status, and performance metrics: 94% Resp. Rate, 2% Acceptance, and 100% Match.



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
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 featur...
Capsule	Send Inquiry	Advertorial PR Feature	Elevate your brand with a written advertorial paired with...
Echo Point	Send Inquiry	Sponsored Post	Tap into our audience with a crafted article featuring yo...
Bright Wave	Send Inquiry	Social Post Social Whitelisting	Boost your brand's reach with a featured post on our social...
GFBA Business	Send Inquiry	Social Post Social Amplification	Amplify your message with a social post paired with stra...
Summit Grove	Send Inquiry	Standard Display Ad	Drive brand awareness with a striking banner ad placed in...



# Grow with Katalys

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

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