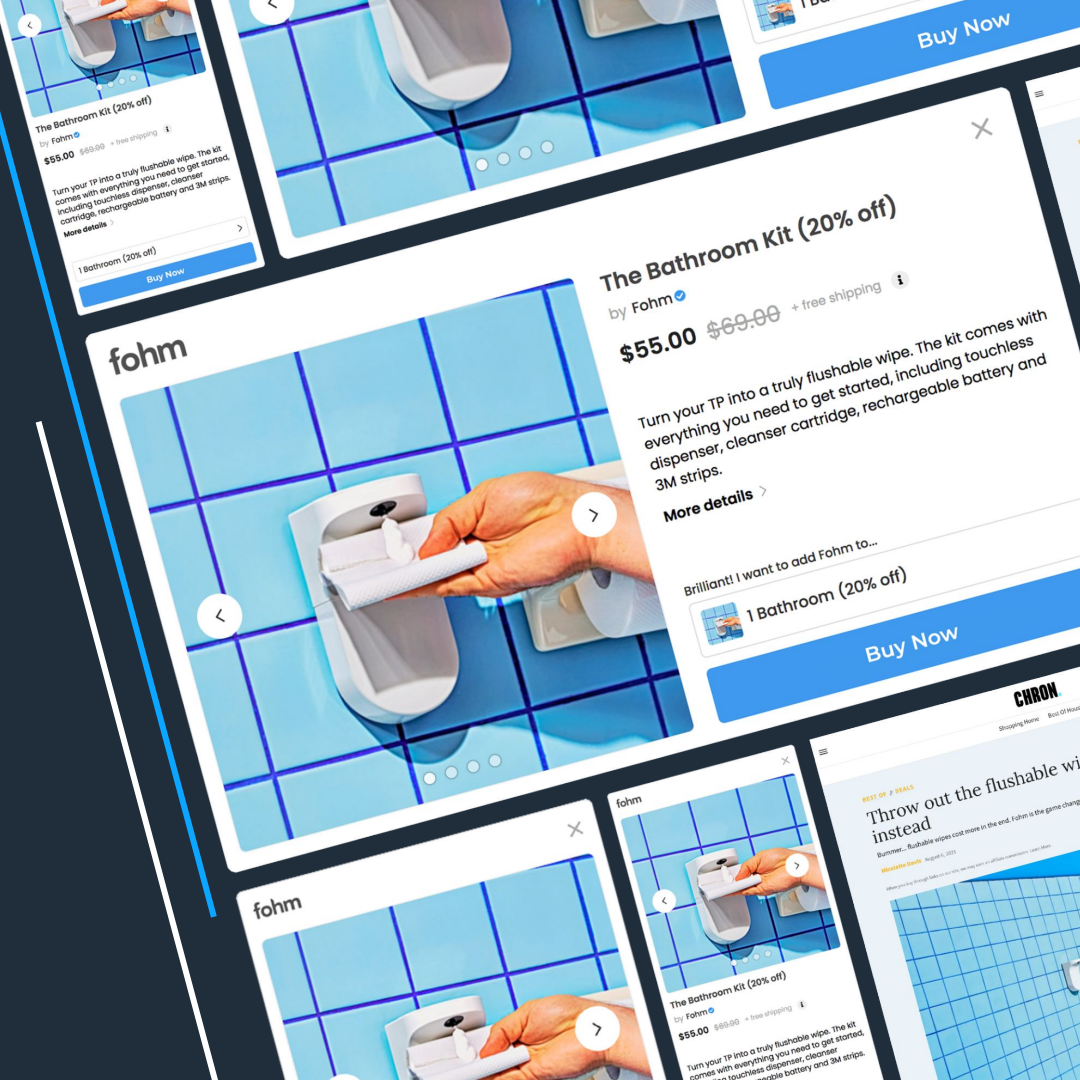


Katalys

× **CHRON.** × fohm

Case Study

How Chron.com deployed Katalys Shop to boost commerce revenue and keep readers on site.






Katalys | Shops

Katalys Shops

Enabling marketers to easily convert customers wherever they are, maximizing product discovery and customer acquisition.

Fashion Police
Fashion Police Miss FP Logo Tee

by DS Fashion • [All products](#)
\$14.95 ~~\$19.95~~ + free shipping ⓘ




The new Fashion Police collection is finally out! Inspired by summer, dipped into vibrant colours and spiced up by FP logo it will primarily excite those who love it cool, yet casual at the same time. Sounds like you? Then these masterpieces will

More details >

Colors

Size


Fuchsia Pink
>

XS
>

Qty

1
>

Buy now

KATALYS SHOPS

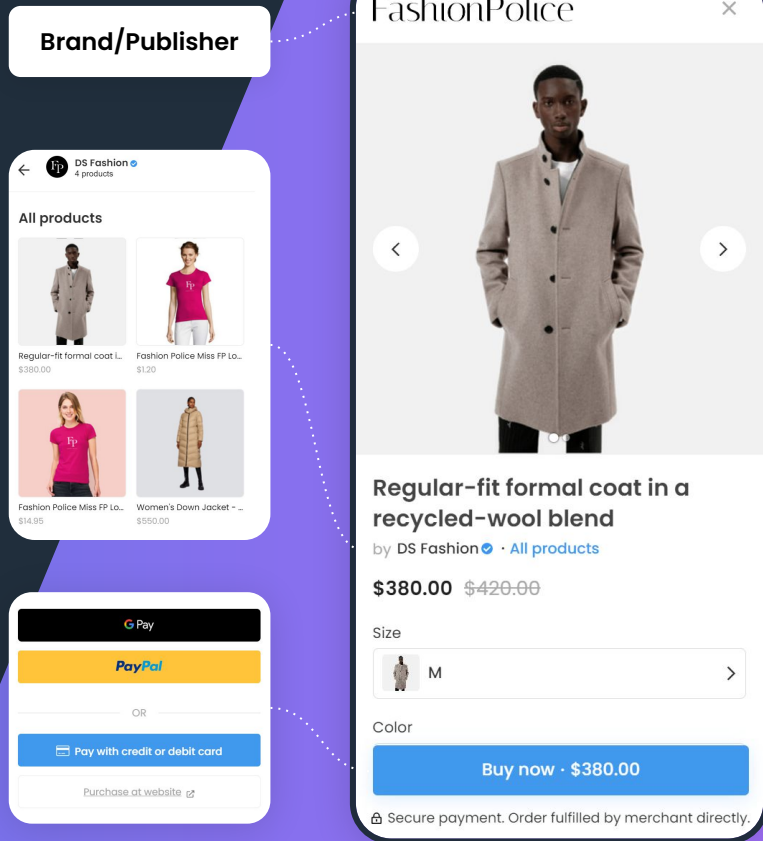
Frictionless Commerce at the point of discovery.

Katalys Shops are fully integrated ecommerce widgets that process orders directly within a merchant's ecommerce POS and payment gateway.

Katalys shops **are not** a universal checkout solution.

- Keep users engaged and ad longer
- Create an end-to-end check out experience
- Integrate your shop in any Programmatic media type!
- Consumer can purchase 94% faster with no redirect
- Easy 3-click check out for viewers
- Customer Data is fully secure, owned, and accessible by Walmart

Brand/Publisher



FashionPolice

DS Fashion
4 products

All products

Regular-fit formal coat L. \$380.00

Fashion Police Miss FP Lo... \$129

Fashion Police Miss FP Lo... \$14.95

Women's Down Jacket - ... \$550.00

Regular-fit formal coat in a recycled-wool blend

by DS Fashion · All products

\$380.00 ~~\$420.00~~

Size

M

Color

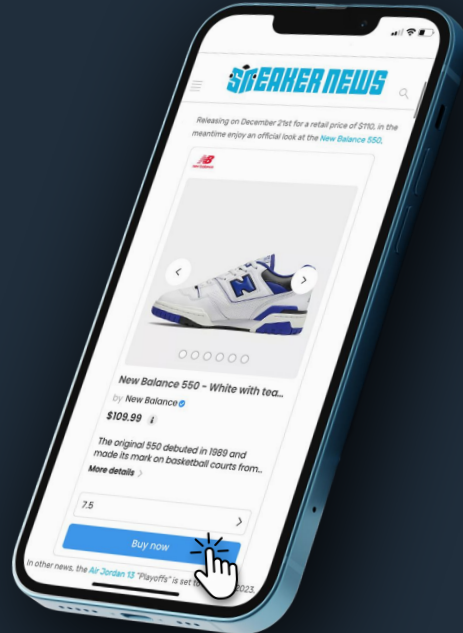
Buy now · \$380.00

Secure payment. Order fulfilled by merchant directly.

How is Katalys different?

Katalys Shops

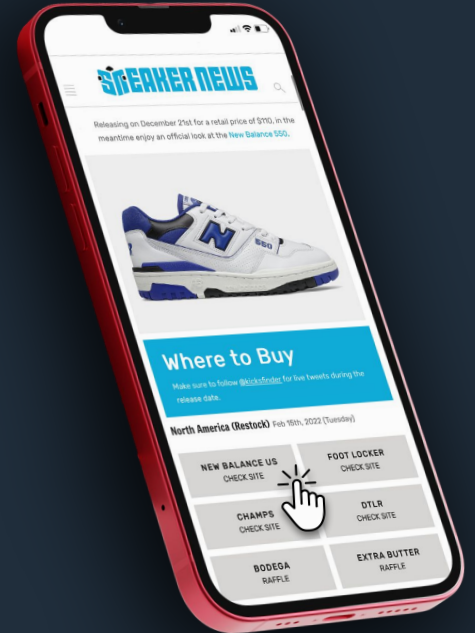
bring the checkout to the user.














Katalys pushes the point of sale towards the consumer, all others push the consumer towards the point of sale.

Competitors

redirect the user to checkout.



	FEATURES	Others
	Purchases in under 30 seconds	
	Checkout without redirects	
	Uses the Brand's current checkout	
	Transparent data	
	Can be placed anywhere clickable	

Publishers like Chron.com are surrounded by ***changing media landscape*** and ***changing consumer habits***.

- **Consumer's trust in mass media has been declining** over the years. In 2021 only 7% of U.S. adults reported a great deal of trust and confidence in the media.¹
- Consumers have **trust in media sites that run high quality ads**—ads that do not interrupt or misuse data.²
- Consumers are **excited about shoppable content**.³ 67% of millennial women wish they could instantly purchase the products they see in digital content.⁴
- Using e-commerce strategies **publishers weave together content and shopping**. A good third (36%) of US publishers said that e-commerce would represent their top revenue source in 2021.⁵
- **Affiliate advertising** is responsible for almost a fifth (16%) of global e-commerce sales.⁶ Yet it **may drive readers off publisher's sites**.
- There is an increased pressure on publishers to **show measurable results** from their marketing activities and partnerships.⁷



About Chron.com

One of the top news websites in the U.S.

Published by a leading
global diversified media
company Hearst
Communications.

With strong local presence

A trusted (Houston-focused)
news source online that
appeals to a diverse base
of readers.

And big audience reach

Nearly 125 million page views
and 39 million unique
visitors each month.



How did Chron.com, Fohm & Katalys work together?

Execution

Stage 1: Publishing the article **with affiliate link**.
Stage 2: Publishing the article **with Katalys Shop**.

Evaluation

Measuring key performance metrics
for Chron.com and Fohm



Stop Buying Flushable Wipes - x +

chron.com/shopping/article/fohm-flushable-wipes-alternative-16334980.php

Next Up: Josh Reddick fact-checks ESPN's Buster Olney on...

- 1 Cleanser cartridge (lasts 2 people for 3 months)
- 3M strips for seamless wall mounting

The kit retails for \$69, but the Chron Shopping team negotiated an offer with Fohm to save our readers 20% when you use code: **CHRON20** (savings: \$13.80).

Pay only \$55.20 with code: CHRON20

The Bathroom Kit

Fohm | fohm.co

\$69.00

SHOP NOW

Fohm ingredients

Whenever something is made to touch your skin—especially your most sensitive areas—it's important that it's made with ingredients that are gentle

Affiliate link

By clicking on *Shop Now* consumer was redirected to product page on Fohm website.

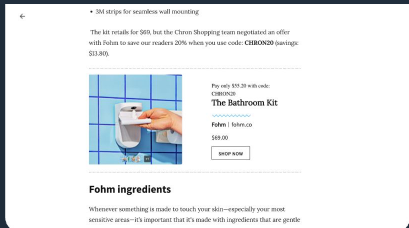


The verdict:
Katalys Shop
 outperformed
 the affiliate link
 on all key
 metrics

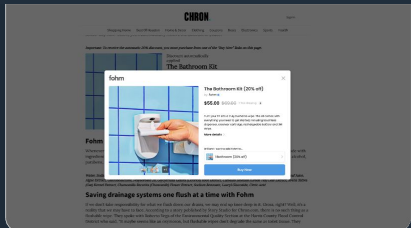
	Affiliate link	Evaluation	
		Katalys Shop	
Click-through rate	0.43%	0.53%	↑ 20%
<i>Post-click conversion</i>	6.56%	10.3%	↑ 57%
<i>Off-site conversion rate</i>	6.56%	38.5%	↑ 480%
<i>Time to transact</i>	281 seconds	17 seconds	↓ 94%
Earnings per click	\$1.22	\$1.79	↑ 47%
Revenue per mille	\$0.32	\$0.46	↑ 44%
Percentage of sales accounted for	50%	100%	↑ 100%
Percentage of new customers to brand	n/a	94%	
<i>Post-click retention rate</i>	n/a	92%	



Every tenth click on Katalys Shop resulted in a completed order. This represents 57% higher conversion rate than for affiliate link.



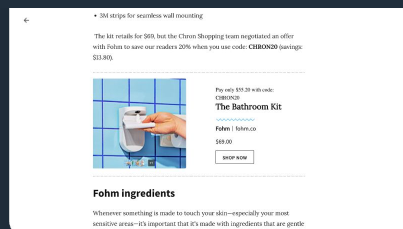
Affiliate link



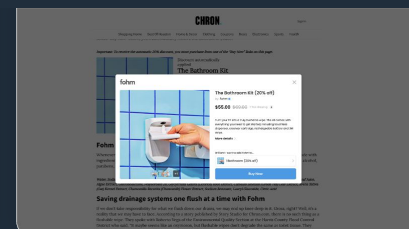
Katalys Shop

Product clicks driven by Content	61	174
Number of post-click conversions	4	18
Post-click conversion rate*	6.56%	10.3%

Katalys Shop drove a high quality traffic to the Fohm website. More than a third of clicks (38.5%) on the website resulted in a purchase.



Affiliate link



Katalys Shop

+480%

Off-site conversion rate (OFCR*)

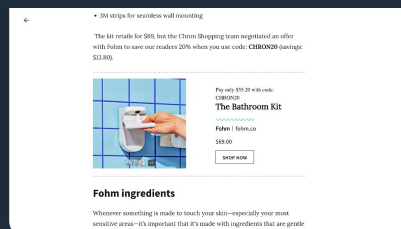
6.56%

38.5%

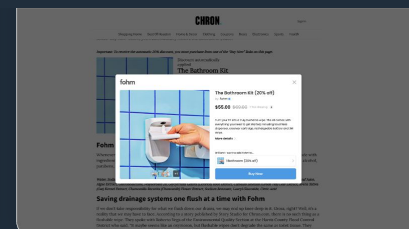
*Defined as the percentage of clicks to merchant website that result in completed order.



The median transaction through Katalys Shop took only 17 seconds to complete.



Affiliate link



Katalys Shop

-94%

Time to transact (TTT*)

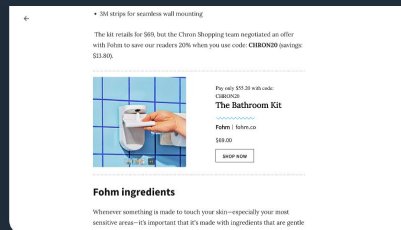
281 seconds

17 seconds

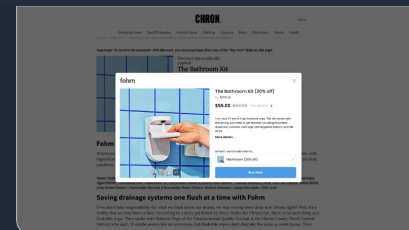
*Add info here



Katalys Shop delivered 47% higher earnings per click (EPC) and 44% higher revenue per thousand impressions (RPM) than affiliate link.



Affiliate link

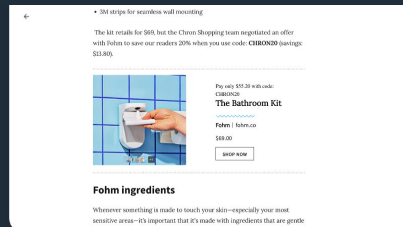


Katalys Shop

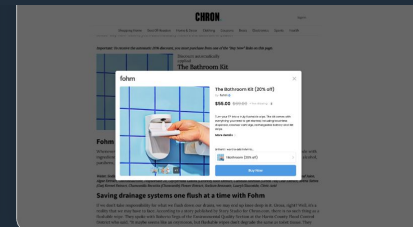
Earnings per click (EPC)	\$1.22	\$1.79
Revenue per mille (RPM)	\$0.32	\$0.46



Katalys Shop allowed 100% data capture.



Affiliate link



Katalys Shop

Number of sales charged to Fohm	4	18
Number of sales reported and paid to Chron.com	2	18

50% of sales accounted for.

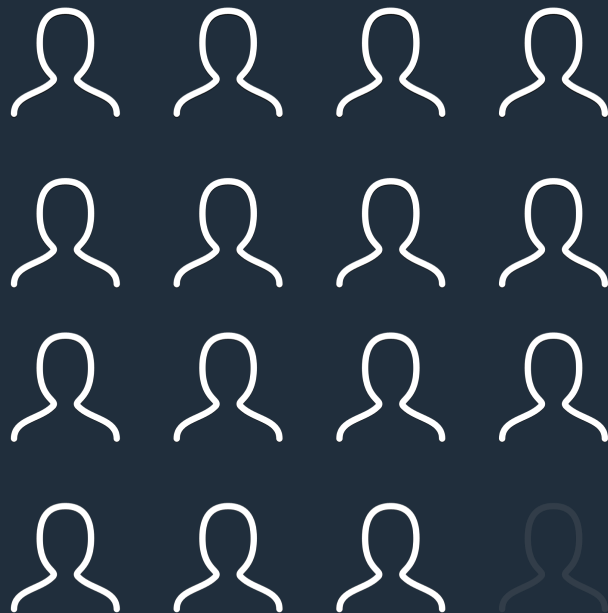
100% of sales accounted for.



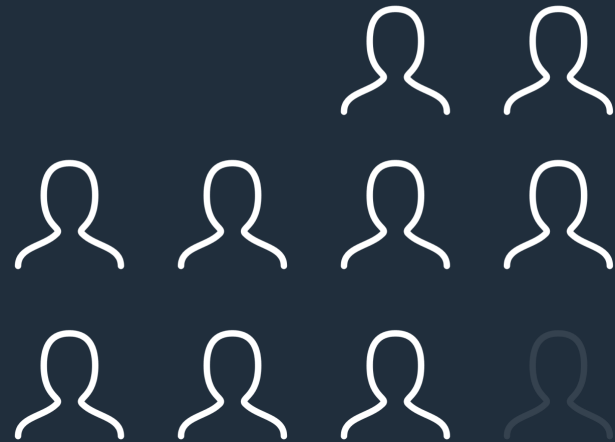
**Among readers
completing the purchase
94% were new to the
brand partner Fohm.**

Total customers: 16 **New customers*: 15**

*Defined as a purchase by an email address that has not been previously on file with the brand.



**92% of customers clicking
on Katalys Shop stayed on
Chron.com after the click.**



Lessons Learnt With Katalys

CHRON.

- **Boosted commerce revenue** by driving both on-site and off-site conversions. These conversions substantially outperformed the ones achieved by the affiliate link.
- Got a guarantee that **conversion data would be reported transparently and accurately.**
- **Kept its readers on the site** after the purchase.

fohm

- **Boosted sales** (from new customers).
- **Obtained quality leads** inclined to make a purchase.
- **Simplified the purchase process** for the customers (no extra effort needed to claim a discount code).

Readers

- Were able **to complete the purchase at the time of inspiration.**
- Had **a seamless and fast purchase experience** that was not considered interrupting.



“Our biggest learning is that **conversion rates are much higher when readers can purchase on the site immediately.** We were blown away by how well Katalys shop worked and how it allowed us to keep readers on the site. We really appreciate the partnership with Katalys team and we are looking forward to keep working together and pursuing new opportunities to boost commerce revenue.”

(Chron.com 2021)



Omniwin Outcomes

Where all parties – brands, publishers, and consumers benefit, creating a **win-win-win** situation for everyone in the transaction.

Customers
Enjoy convenience



Brands & Advertisers
Get exposure & increase sales opportunities



Publishers & Ad platforms
Increase revenue



Commerce
Media **Evolved.**

katalys.com