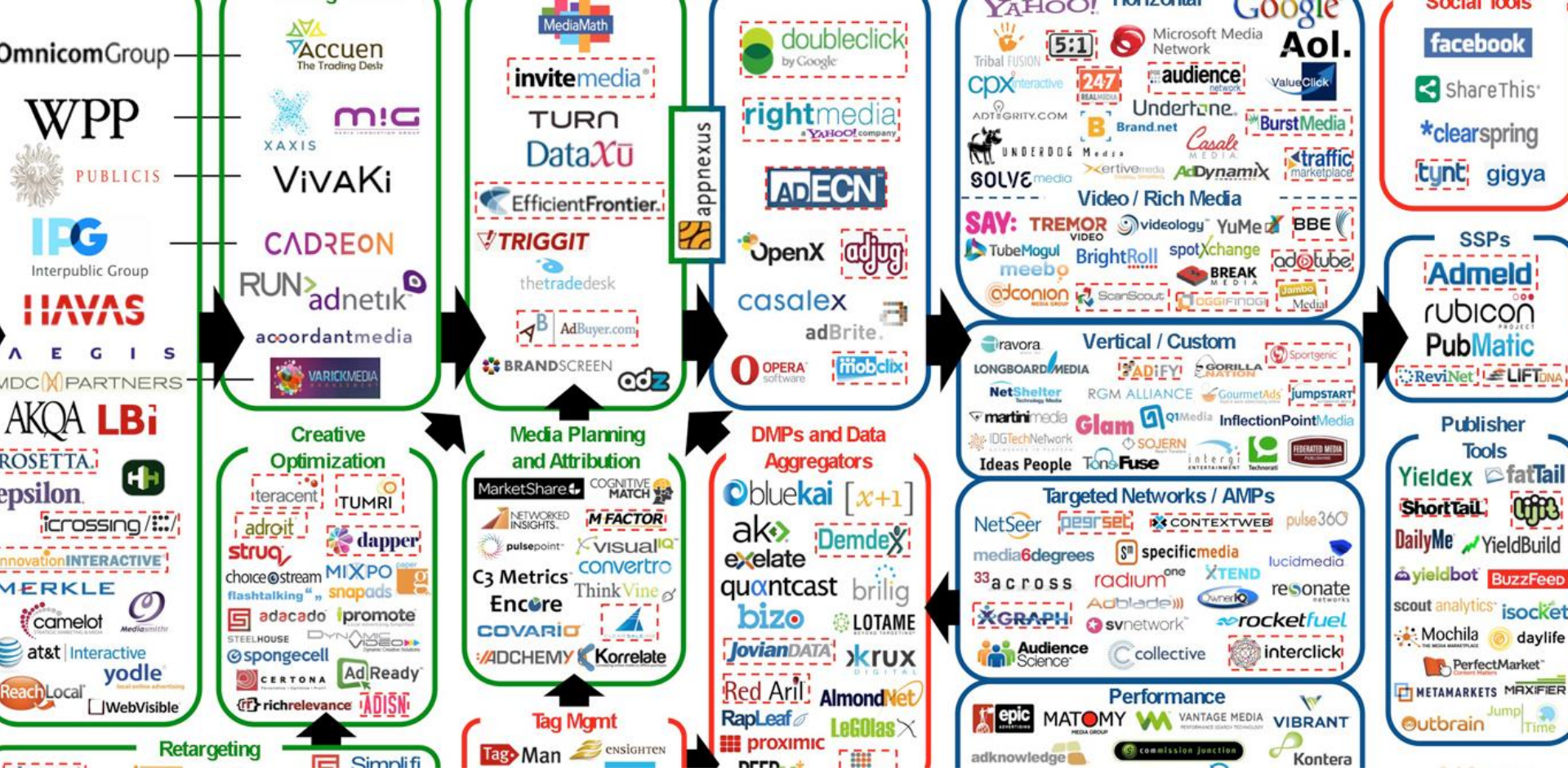
OKANJO

TRANSFORMING CONTENT INTO COMMERCE

Advertisers need better ways to reach consumers.

They must predict their interests



Standout amongst so much noise,

AD-versity,

The New York Times
50% off 12 weeks of home delivery
The New York Times
Tuesday, February 2, 2016 | Today's Paper | Video | 34°F | Dow -1.89%
+ FREE ACCESS TO NYTIMES.COM AND NYTIMES APPS
World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL
HAMILTON
AN AMERICAN MUSICAL
NEW TICKETS AVAILABLE FOR NOVEMBER 1, 2016 - JANUARY 29, 2017 | BUY TICKETS
ELECTION 2016
Clinton Wins Iowa by Thinnest of Margins
23 Delegates for Her and 21 for Sanders
By PATRICK HEALY 2:40 PM ET
Final vote counts showed Mrs.
IOWA ENTRANCE POLLS
Voters for Hillary Clinton and Bernie Sanders
were divided by age and diverged over the
The Opinion Pages
TAKING NOTE
Sarah Palin's English
By ANNA NORTH

And provide instant gratification.

You have the platform, the traffic and the trust.

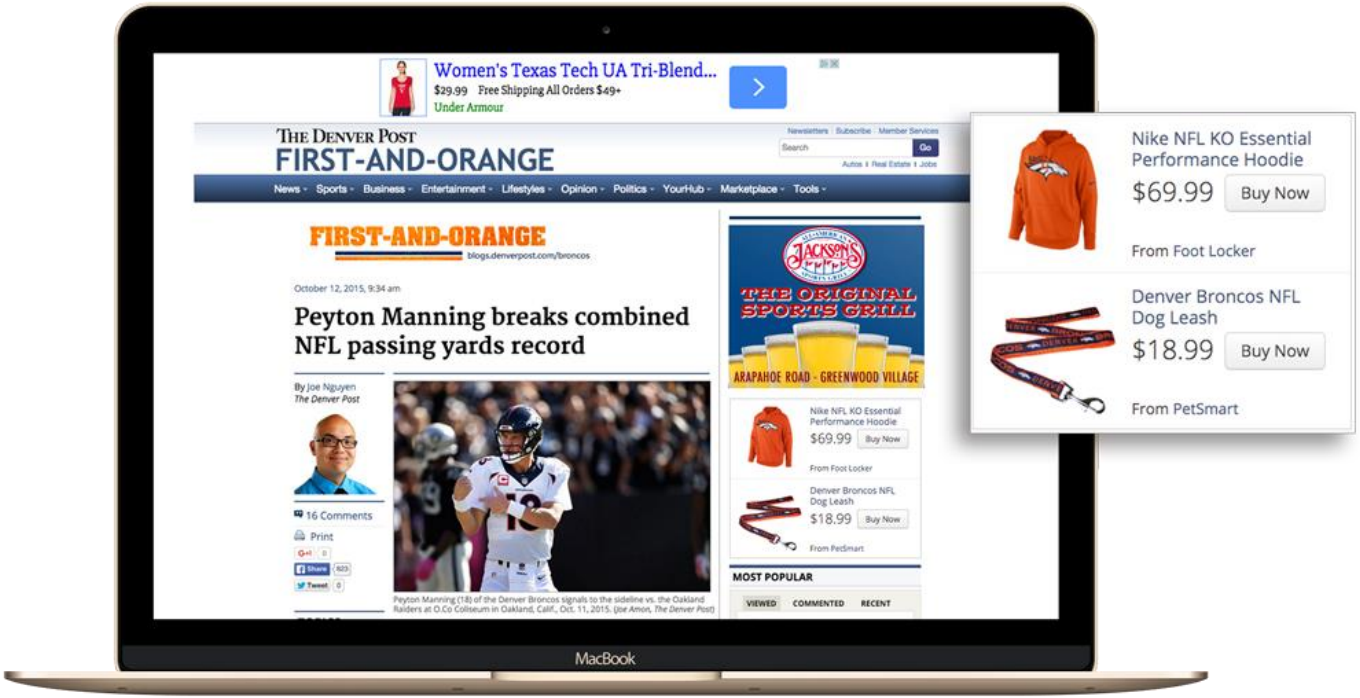
It’s time to add eCommerce.

BUSINESS INSIDER

Better yet, NATIVE COMMERCE.

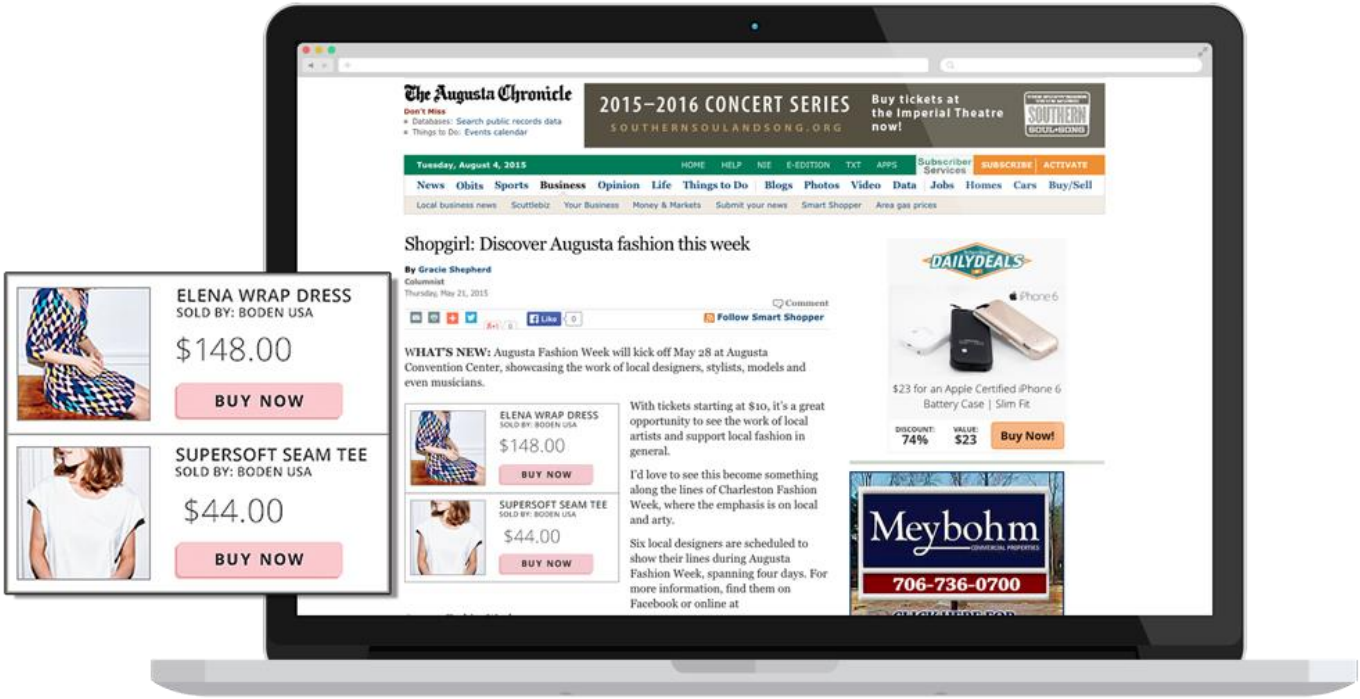
PASSIVE REVENUE

Product Match analyzes publisher content & matches relevant products to that content.

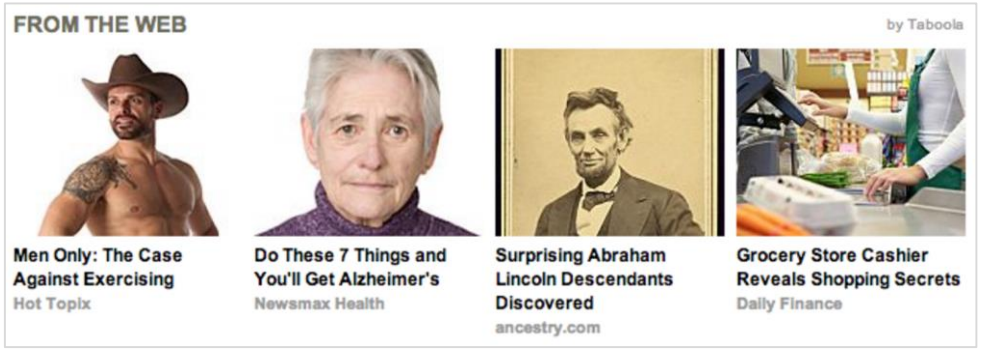


Products from a diverse and growing pool.

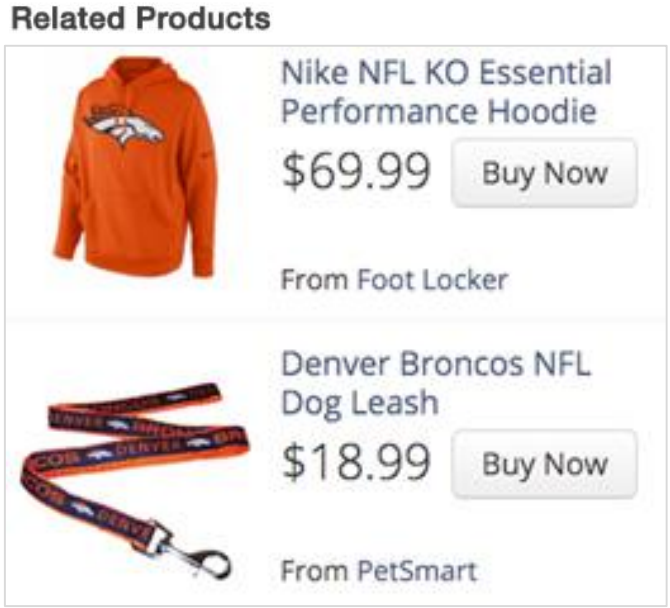
The right products appear next to the right content.



It’s like content recommenders, Outbrain or Taboola.
(But, with relevancy, and products.)



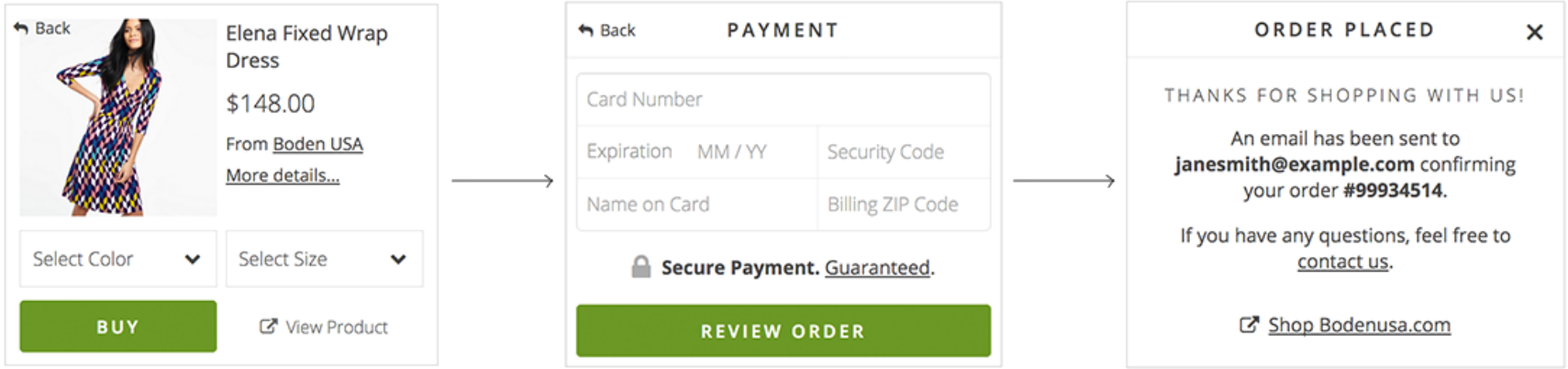
VS



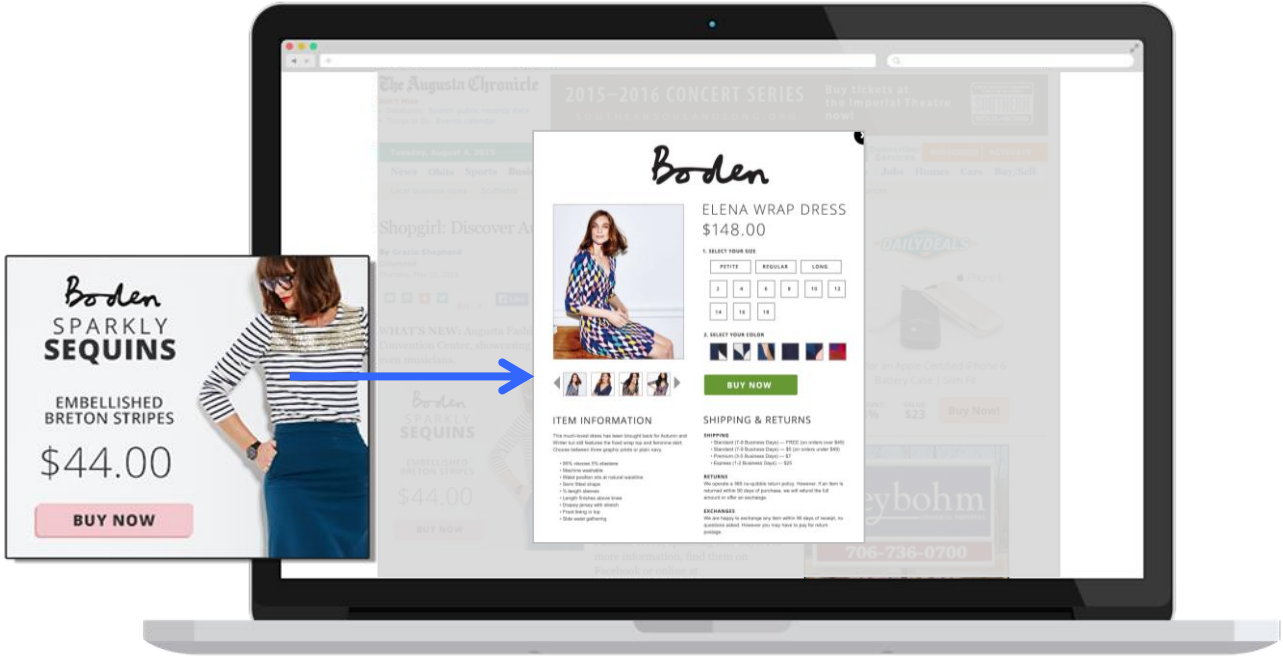
BUY NOW

The icing on the cake

The entire transaction can happen immediately, in-ad.



This keeps readers onsite & drives deeper engagement.



PERFORMANCE

Engagement

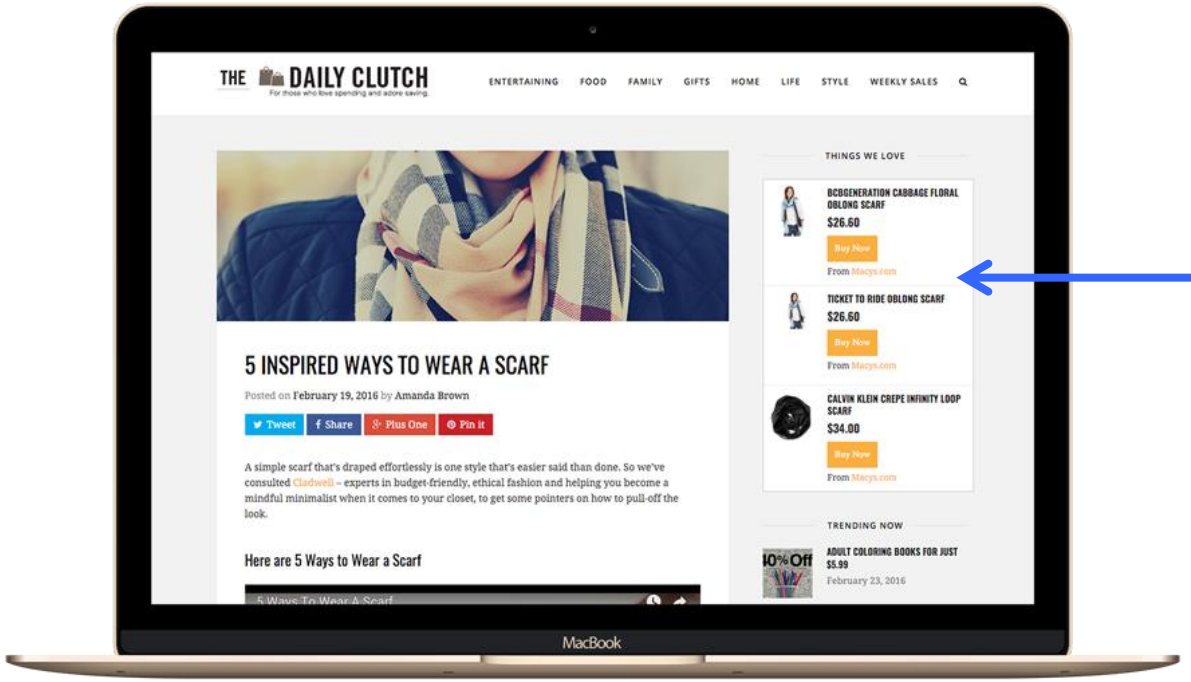
LMC Testing

SCRIPPS

Launched 2/8

0.24% CTR

0.95% per product CTR

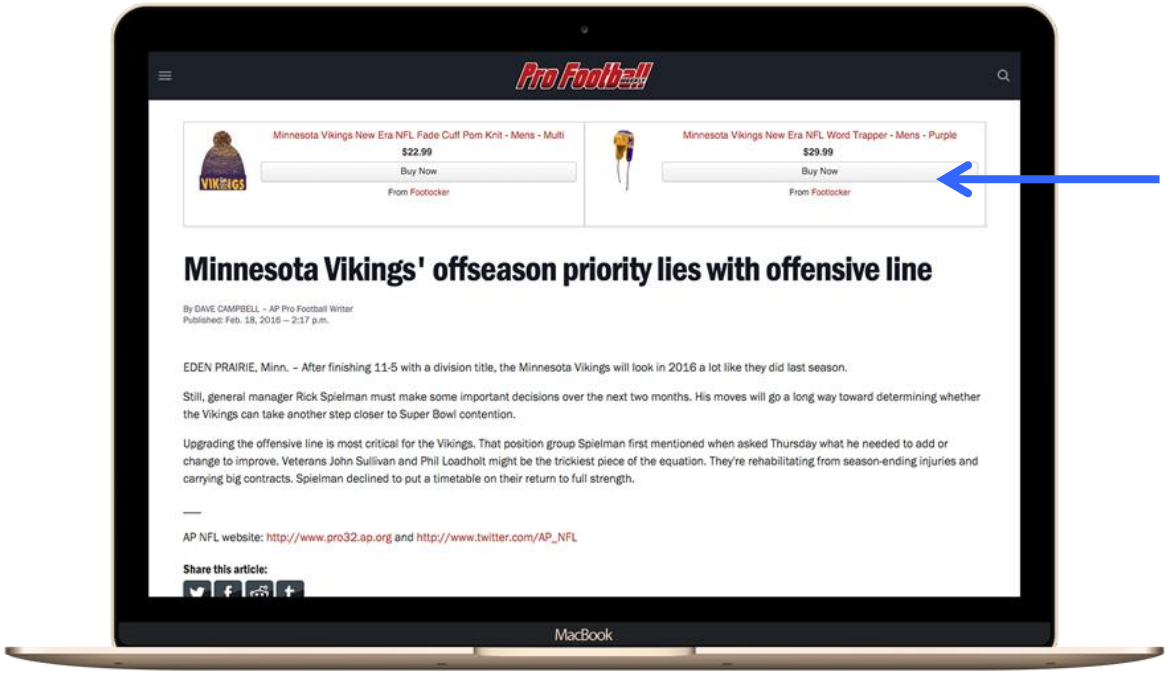


Partnership

SHAW media

Super Bowl push

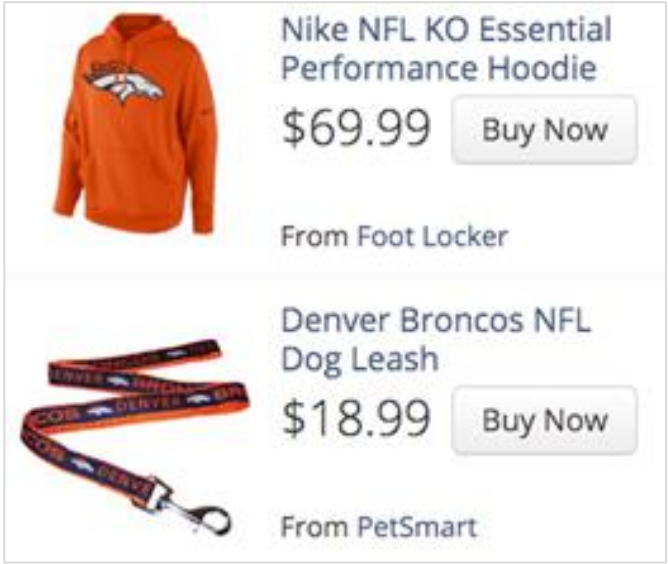
0.43% CTR



0.44% average CTR
across all products

1.01% average CTR
for products
with 1+ click

24% post-click
engagement



SIGN UP TODAY

NCAA Basketball
ALABAMA
11
DUKE
14

Mother’s Day

Spring Baseball
OIZUMI
OIZUMI

OKANJO

TRANSFORMING CONTENT INTO COMMERCE