



Taboola

GROWING E-COMMERCE ON THE OPEN WEB

Connexity retail performance marketing

Bob Michaelian

President Connexity

March 29th, 2022



E-COMMERCE IS A ROCKET SHIP

- **E-Commerce will surpass 20% of all retail** globally in 2022.¹
- **US retail e-Commerce will surpass \$1 trillion** in sales for the first time in 2022.²

INSIDER
INTELLIGENCE

eMarketer

We expect US e-commerce sales will cross \$1 trillion for the first time in 2022.

Prior to the pandemic, we did not forecast e-commerce reaching this milestone until 2024.

*- Alicia Phaneuf
eMarketer | Insider Intelligence*

(1) Source: [eMarketer](#), [Global Ecommerce Forecast 2022](#)

(2) Source: [eMarketer](#), [Insider Intelligence](#) – [Ecommerce Statistics: Industry benchmarks & growth](#)

AND IS ENABLING THE FUTURE OF OPEN WEB CONTENT

- **60% of publishers** list e-Commerce as a top revenue opportunity.¹
- Publishers generating revenue from e-Commerce has grown **over 3x in the last year.**²
- There are nearly 150 Commerce Editors currently in the US - one of the fastest growing roles in the newsroom.³

(1) Source: eMarketer, Publishers and Commerce 2021

(2) Source: Digiday, Digiday Research: Commerce is now a revenue stream for a majority of publishers

(3) Source: LinkedIn

The INDEPENDENT

“Revenue diversification is a key theme for The Independent’s continued growth as e-commerce grew by 60% in 2021”

- **Zach Leonard**
The Independent

CONDÉ NAST

“We expect that a third of revenue will come directly from readers through the likes of ecommerce by 2025”

- **Natalia Gamero del Castillo**
Conde Nast

FUTURE

“Without cookies, publishers should be looking to place extra focus on their commerce content as an alternative revenue stream.”

- **Mike Peralta**
Future, PLC

CONNEXITY IS AN E-COMMERCE MARKET MAKER

Direct relationships with blue-chip partners in both retail demand and publisher traffic supply.

SELECT DIRECT MERCHANT RELATIONSHIPS



PREMIER PUBLISHER RELATIONSHIPS



LONGSTANDING PREMIUM PARTNERS

- 20+ Years in e-Commerce, pioneers of retail lead gen
- 90%+ of revenue from direct merchant relationships with 10+ years average tenure
- 15 of the top 20 global publishers leverage platform for monetization

HOW CONNEXITY DRIVES SHOPPERS TO MERCHANTS

FINDING NEW CUSTOMERS



150M

shopper visits per month*



750M

product offers processed*



\$4B

in gross merchant sales generated annually*

We find incremental, retail oriented audiences.

ON UNIQUE CHANNELS



HEARST



VOX MEDIA

CONDÉ NAST



Bing **G**
yahoo!shopping

We access sources in both the open web and walled gardens.

USING PROPRIETARY TECH



Inventory Management System



Smart Pricing System



Custom Reporting/ Analytics

We create growth with turnkey performance technology.

FOR BLUE CHIP RETAILERS

wayfair

ebay

overstock

Disney

Walmart

BED BATH & BEYOND

OTTO

SKECHERS

SEPHORA

★macy's

We deliver on goals & KPIs defined by our partners.

CONNEXITY PRODUCT PLACEMENTS ON EDITORIAL CONTENT

HEARST



GH

We may earn commission from links on this page, but we only recommend products we back. [Why trust us?](#)

12 Best Mattresses of 2021

Say goodbye to back pain and hello to deep sleep.

BY LEXIE SACHS, GOOD HOUSEKEEPING INSTITUTE Sep 8, 2021

SAATVA

We updated this guide in September 2021 to update pricing and/or replace links to sold-out mattresses. These selections still reflect the top picks from our most recent survey by Good Housekeeping Institute Textiles Lab Director Lexie Sachs.

Not to add more pressure, but buying a new mattress is one of the most important purchases you'll make for your home. It needs to be comfortable and supportive to give you the best possible sleep, and durable so you won't have to replace it within a few years. And because mattresses can get pricey, you want to make sure you're investing in one that's *actually* worth the cost.

The Good Housekeeping Institute Textiles Lab reviews mattresses of all kinds, from traditional innerspring mattress that you buy in stores to [memory foam mattresses](#) and [mattress-in-a-box](#) styles that you buy online, [cooling mattresses](#), [mattresses for back pain](#), [hybrid mattresses](#) that blend coil and foam, [organic mattresses](#), [mattresses for side sleepers](#) and more.

In addition to researching the brands, materials and features, we have product experts

Lexie Sachs.

Women's Health

The 10 Best Walking Shoes Of 2021, According To Podiatrists And User Reviews

You'll never want to take them off.

BY MALLORY CREVELING, ELIZABETH BACHARACH AND JASMINE GOMEZ JUN 11, 2021

Pull out all the stops to see what you can achieve. [Explore the possibilities.](#) citrix

BEST FOR PLANTAR FASCITIS

HOKA Clifton 8

Outdoor Voices
outdoorvoices.com
\$130.00

SHOP NOW

Because these shoes allow your feet to rock off the ground rather than push off with your toes, podiatrist Casey Padula, DPM, recommends these supportive sneakers to patients (and has seen results). "A friend of mine with painful flat feet ran the NYC marathon in these!" he says.

The Cliftons are made with a breathable mesh upper and feel super lightweight despite all their comfy cushioning. Since

OR UNWAVY HARK!

BUY NOW

SHOP NOW

Bicycling

Awesome E-Bikes You Can Buy Right Now

COMMUTER, CARGO, CRUISER, ROAD, AND MOUNTAIN—ELECTRIC BIKES FOR EVERY TYPE OF RIDER (AND BUDGET).

BY THE BICYCLING EDITORS AUG 19, 2021

It's official. Electric bikes are here to stay, and their popularity is through the roof. Liberated from some of the normal constraints of standard bike design like weight and gearing, e-bike design has exploded; if you can imagine it, someone has built it. From cargo bikes to city and commuter bikes, mountain bikes, road bikes, folding bikes, and even beach cruisers and tandem bikes, there is something for everyone. The beauty of e-bikes is that they make the joy of cycling accessible to so many people in so many ways.

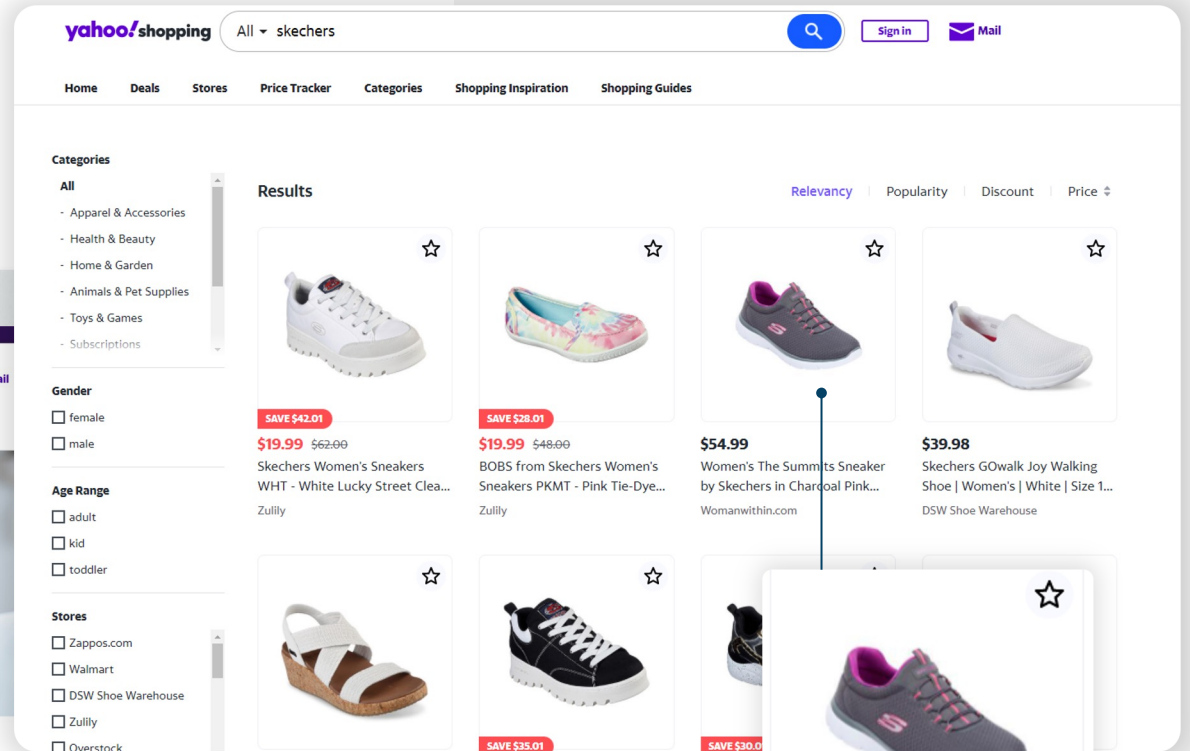
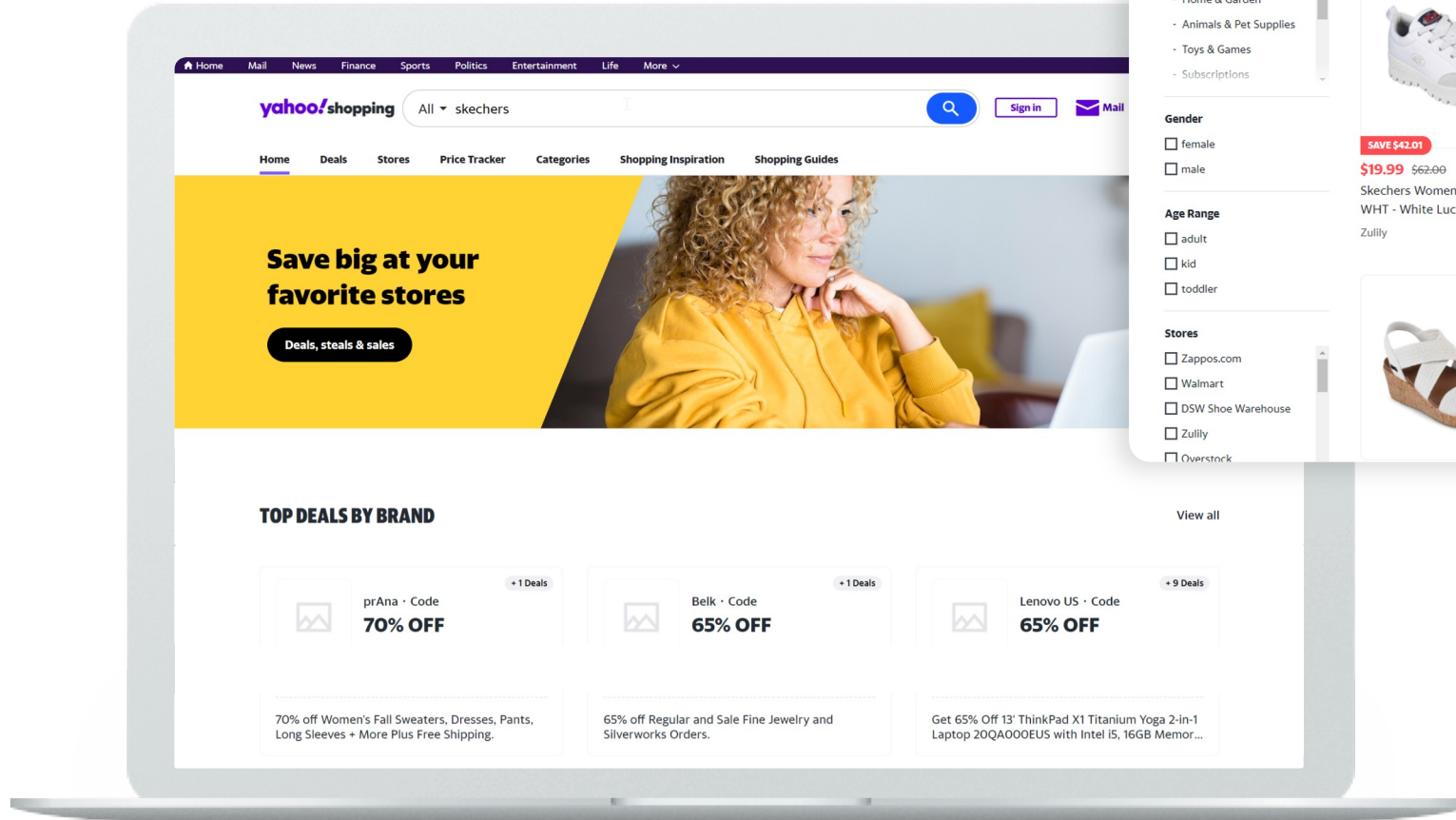
See at a glance reviews below of five of our top-rated e-bikes that are available for preorder or in stock now and available to all danger for full reviews of these and other high-ranking options.

| CUSTOMIZABLE CRUISER | SIZE 4, GATE BRAD | BEST VALUE 4 BIKES | ROAD RUNNER | LEVEL COMMUTER EBIKE |
|--|---|---|--|---|
| | | | | |
| Model X Electric Bike Company electricbikecompany.com \$1,499.00 | City Charge chargebikes.com \$1,499.00 | Pace 350 Aventon aventon.com \$1,299.00 | Road Runner Rad Power Bikes radpowerbikes.com \$1,299.00 | Level Commuter Ebike Aventon aventon.com \$1,199.00 |
| BUY TODAY Order online, arrive fully assembled. | BUY TODAY Includes fenders, mounting lights, and rear rack. | BUY TODAY Cheap and reliable top-tube. | BUY TODAY Affordable, powerful, and slope abundant! | BUY TODAY Powerful and perfect for your commute. |

\$1,699.00

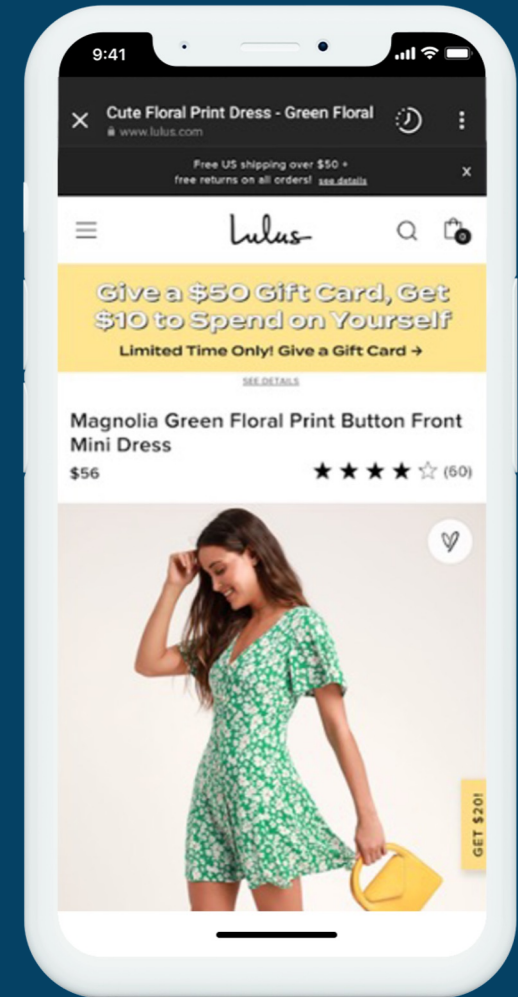
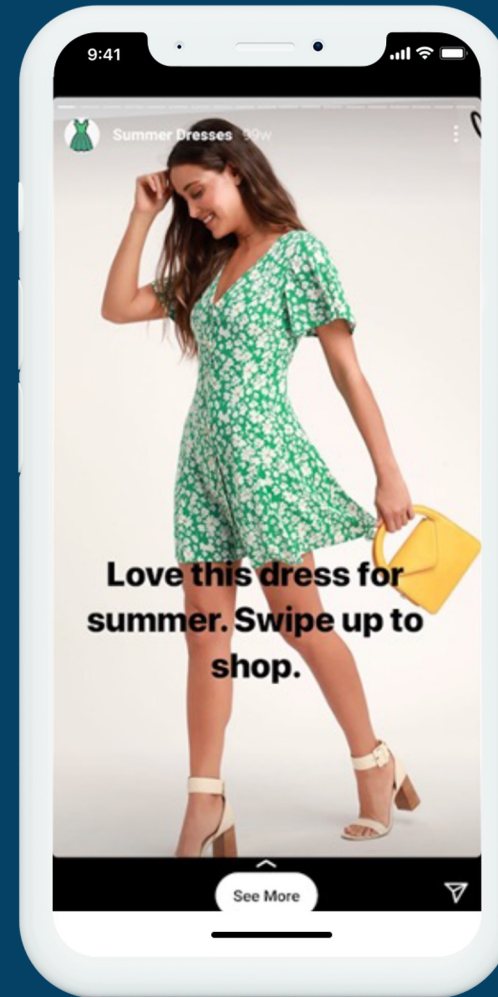
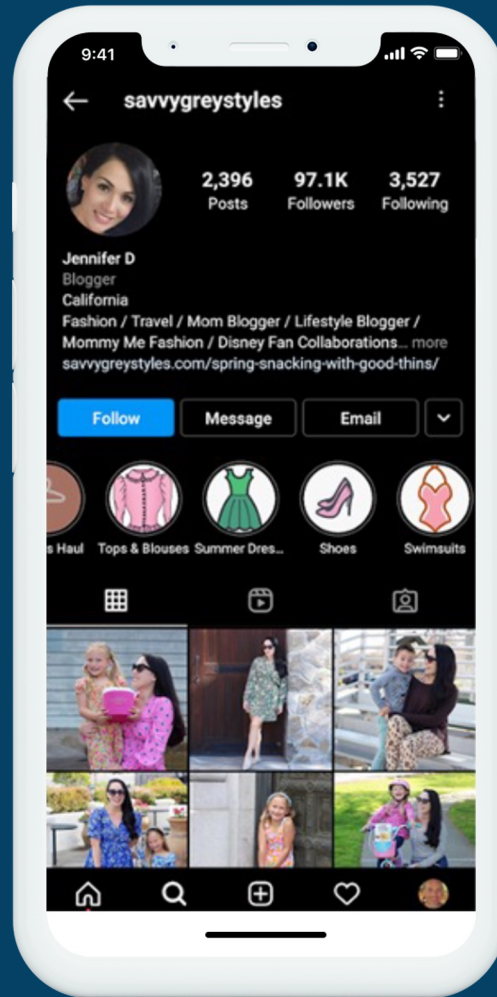
BUY TODAY

CONNEXITY PRODUCT PLACEMENTS ON MARKETPLACE SITES



CONNEXITY PRODUCT PLACEMENTS IN SOCIAL MEDIA

Products recommended to followers through Instagram stories, Facebook, blogs, etc.



SYNERGY INTEGRATION STARTS

Key focus areas combining Taboola efforts to drive growth in expanded Connexity footprint

- **Expansion of Connexity Publisher Relationship in APAC/EMEA**
 - Actively rolling out to 14 new markets
 - Pitching 2-5 new partners per week
- **Leveraging Taboola Ad Sales to Sell Connexity**
 - Rolling out Commerce Vertical Ad Sales in US
 - Actively Selling in China (3 new clients signed)
- **Leveraging Taboola's network as a supply source**
 - 18 of top 100 US advertisers opted into program already





E-COMMERCE IS THE FUEL TO POWER GROWTH IN THE OPEN WEB

Connexity empowers publishers and merchants to scale e-Commerce on the open web

- Efficient, open channels for advertisers to find more new customers
- Valuable retailer relationships for publishers to grow commerce content revenue