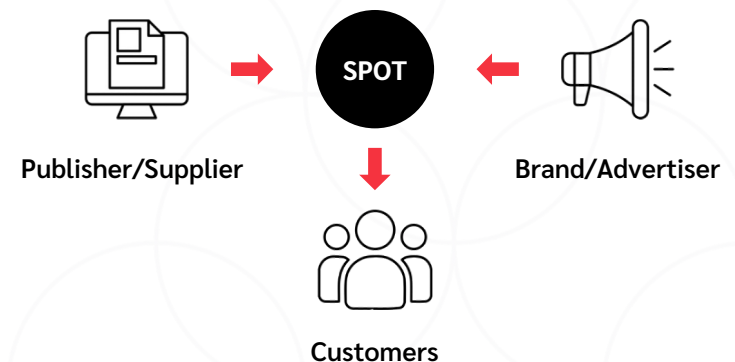**impact**.com / Spot

Leverage the power of programmatic partnerships with SPOT

As a publisher, you receive hundreds of email requests weekly for paid content opportunities from brands. With your limited bandwidth, how many of them slip through the cracks? Your commerce content program is likely missing out on revenue opportunities.

SPOT revolutionizes the future of publisher commerce by merging the automation of programmatic ad buying with your commerce content workflow.

The result? You can connect with brands faster and gain control of commerce content partnerships to scale your revenue.

Publisher/Supplier → **SPOT** ← **Brand/Advertiser**

Customers

Thanks to SPOT's automation features, you can focus on creating content that will connect with your readers.

Monetize your commerce content through automation

SPOT enables publishers to easily monetize commerce pages through programmatic content partnerships and automated sponsored ad placements. Publishers can ensure maximized commerce earning potential and boosted revenue stability, regardless of seasonal trends.

Why SPOT?

Seamlessly integrate ads in-feed for sleek online customer experiences.

Effortlessly monetize commerce content catalogues.

Maintain editorial integrity by partnering with brands your readers will love.

Why are publishers turning to programmatic partnerships?

1

Diversify content monetization

2

Simplify campaign management

3

Save time and resources

SPOT's self-serve platform enables publishers to easily monetize all commerce content and maximize relevant real estate through automation.

From proposals to contract management, SPOT automates end-to-end campaign workflows and minimizes manual tasks.

Small editorial teams can easily manage programmatic partnerships with brands through automation, enabling seamless workflows for smaller teams.

Find out how SPOT can supplement your ecommerce strategy

As the first-to-market programmatic partnerships solution for content, SPOT leverages the power of partnerships to connect brands with premium publishers through the Trackonomics marketplace. By partnering directly with brands, publishers can streamline commerce content monetization.

Monetize your partnership programs like never before with SPOT.
Contact trackonomicsdemo@impact.com *to learn more.*

www.impact.com | Request a demo