

# E-COMMERCE SOLUTIONS FOR PUBLISHERS

## The Current Situation

Publishers are being squeezed from all sides. Large advertising networks determine the price of big parts of your inventory and the transition to a mobile audience continues to drive ad revenue downward. The rise of adblockers aggravates the situation by disrupting the intended user experience and further diluting advertising revenue. Looking ahead, publishers are illequipped to overcome these growing challenges due to limited resources and a lack of internal technical know-how.

So how can publishers find new ways to monetize their massive online traffic and develop sustainable revenue that builds on their strengths?

## The Solution

Global e-commerce is forecasted to continue double-digit growth for the next 5 years. This has triggered a demand for easy-to-use digital solutions to help people sell online. There is a massive opportunity to provide e-commerce tools that are customized to the languages, payment and shipping options in your region.

We are seeking strong publishing partners to enter the local e-commerce solutions provider space together. In a partnership with us you will monetize your traffic with custom branded and fully localized e-commerce solutions in a growing market, and in the process you will develop a sustainable business that you fully control.

Our partnership will be built on your existing assets and strengths:

- Established marketing and sales channels
- High level of traffic on your website
- Strong brand recognition and existing customer base
- Full control over the advertising on your platform

We provide the ongoing innovation and technical knowledge to help you become the market leader for e-commerce solutions in your region.

## The Result

Get the most value from your audience and develop new recurring revenue streams from online merchants. You will become a key e-commerce solutions provider in your region, increase your influence in the digital landscape, and position your brand as a key player within the e-commerce ecosystem in your country.

With Incubout as your partner, you will leverage your trusted name to build a lasting foundation for future innovation.



New value for  
your customers



Differentiation  
from competitors



More influence  
in the digital landscape



Build a lasting foundation  
for future innovation

# SUMMARY

## The Current Situation

- Low prices for advertising paid by ad networks, especially for mobile
- Rise of disruptive adblocking technology
- Need for sustainable new sources of revenue
- Publishers lack resources and internal technical abilities for necessary innovation

## The Solution

- Turnkey e-commerce solutions localized to your market and under your brand
- White label model for minimal investment and time-to-market
- Leverage your massive online traffic

## The Result

- Reduce dependency on advertising revenue
- Generate recurring revenue streams from online merchants
- Become a trusted leader of e-commerce solutions in your region
- Establish an e-commerce ecosystem as the foundation for future growth



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