



The Four Industries of Global Partner Payments

How These Industries Are Sweeping The Globe



After the windfall of the pandemic, we've identified **the top four industries that we believe will have a lasting impact on today's global economy.**

This ebook will explain why your company needs to be in these industries' good graces.



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Today's Top Industries

The pandemic turbocharged businesses into going fully digital. As the world evolves, new industries are surfacing, and others are budding into colossal empires.

These accelerated marketplaces have launched into inventive mavericks. Organizations are taking this opportunity to collaborate, implement, and hire resources and individuals from these industries.

The four industries businesses are actively partnering with are:



AdTech



**Sharing/
Gig Economy**



**Digital
Marketplaces**



**Creator
Economy**

These industries are captivating the world. They connect people with knowledge, networks, entertainment, and media.

Companies are rapidly hiring these industry workers to spread brand awareness.







AdTech



AdTech spending on digital media reached \$344.8 billion in 2021 and will continue to increase.

AdTech provides tools for advertisers, agencies, organizations, & publishers to plan their advertising and budget strategies.



-  **Publishers** use AdTech platforms to optimize monetization
-  **Organizations** use AdTech to manage media buying and advertising
-  **Advertisers** use AdTech to advertise their content

The first software to offer these types of ad services was Google AdWords. Now known as AdTech, there are endless ad software solutions available, and companies can rely on a robust AdTech stack to raise brand awareness.


AdTech (CONT'D)




Why do we need AdTech?



Companies strive to increase brand awareness and exposure. AdTech strategically delivers advertisements to the most relevant audiences with bulls-eye timing.



With AdTech platforms, marketers save a significant portion of their resources & efforts, while publishers get the opportunity to monetize their digital assets and the users receive the most helpful & relevant offers.



Pubmatic is a leading AdTech company



With Pubmatic's identity hub, the Japanese newspaper publisher Kobe Shimbun experienced a whopping 667% increase in ad spend. Their content is monetized via digital advertising; increasing ad revenue is critical to its future success. By utilizing AdTech software, they're optimizing for long-term success.



Sharing Economy (CONT'D)



Uber: The Gig Worker Mecca



Available in 80+ countries, Uber currently has 3.9 workers across the globe. The rideshare & food delivery powerhouse allows freelancers to choose their own schedule and drive to work anywhere in their country.



Digital Marketplace

Worth \$768 Billion in 2021, the digital marketplace contains online platforms designed to buy and sell an array of products, and they can offer a broad range of items or specialize in a specific type of product.

Consumers relied heavily on the digital marketplace during the pandemic for food, hand sanitizer, & bread recipe books. The digital marketplace has always been a favored center for consumers thanks to its convenience, but the pandemic pushed it into a lifesaver for one's sanity.

Why Do We Need a Digital Marketplace?

Companies generate revenue by giving buyers and sellers a centralized, digital space to conduct business.

Charging a fee once the interaction/transaction occurs or when a seller decides to cash out.

Brooklinen is Rapidly Growing into a Marketplace Hero

Brooklinen is stepping into the marketplace with its luxury, affordable bedding. Since no one could travel during the pandemic, Brooklinen's bedsheets, based on the bedding at the St. Regis hotel, became a top product for online shoppers looking to get their luxury vacation fix at home.

