

CAPTIVATE

Influence the Influential

B2B MARKETING'S TROJAN HORSE

June 13th 2024

ANA Masters of B2B



[CAPTIVATE.COM/ADVERTISERS](https://www.captivate.com/advertisers)

We are North America's largest on-the-go news and entertainment network

Reach millions through our video-first screens in premier office towers and luxury residential properties.



100%
VIEWABLE



FRAUD
FREE



BRAND
SAFE



ACCURATE
LOCATION



CAPTIVATE

Reliable partner to efficiently target influential decision makers at scale in contextually relevant environments that drive full funnel impact and deliver measurable outcomes.

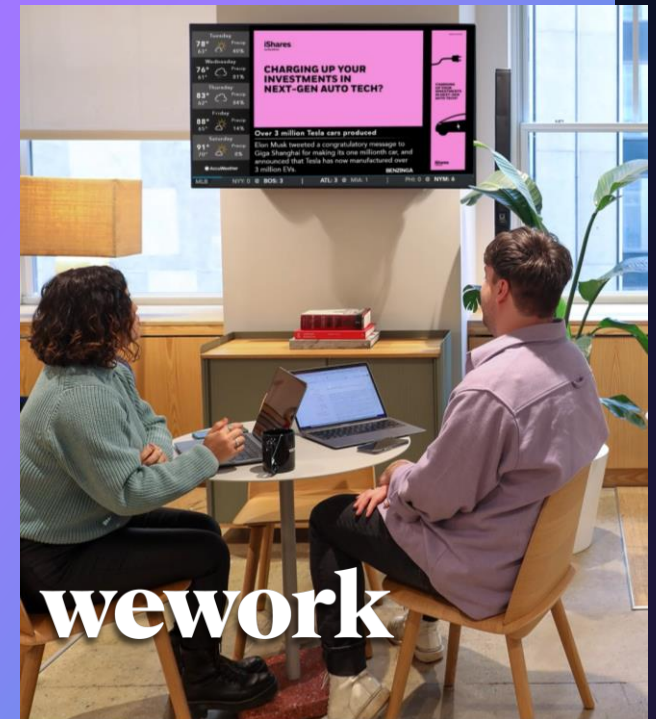
OFFICE



LUXURY RESIDENTIAL



CO-WORKING



CAPTIVATE

Our audience is unmatched. Connect with millions of coveted, senior level professionals who hold immense influence over high volume & high-value corporate investment decisions across the organization – ranging from finance to operations, IT, HR, legal, marketing & more.

INFLUENTIAL

55% more likely to make business purchase decisions

C-suite 158 index

President/VP 169 index

IT top exec 152 index

HIGH-VALUE

\$156K avg value of business purchases

\$189B banking corp investments

\$97B prop/group insurance

\$33B IT equipment

AT SCALE

90K businesses

86K small businesses

3.6K F1000 HQs + subs

500 enterprise

ACCESS The Influential // precision targeting

OOH has evolved from a mass reach, geo-targeted medium to a hyper-targeted, ABM powerhouse. Captivate delivers precise, data-driven targeting - without cookies - ensuring brands efficiently and effectively reach their most valuable target audience.



ENGAGE The Influential // meaningful connection

Target BDMs in captive, lean-in environments during the workday at the office where spending and procurement decisions are made. Research-backed content approach ensures professionals are engaged. Partner with our team to bring to life a host of branded integrations from turnkey to fully customized.

LEAN-IN & CAPTIVATING



CONTEXTUALLY RELEVANT



ENVIRONMENT

CONTENT

CUSTOMIZATIONS

IMPACT The Influential // measurable outcomes

OOH is no longer simply a mass reach, brand awareness vehicle but offers a range of research-driven attribution solutions to measure impact. Understand your campaign impact on Captivate with brand-lift studies and industry-leading attribution partners that tie back to campaign goals.

TARGETING & ENGAGEMENT LEADS TO B2B EFFICACY



CAPTIVATE

Alida.

BRAND STUDIES

Recall, awareness lift, consideration, action taken

KOCHAVA★

APP ANALYTICS

App downloads and tune-ins

mira

WEBSITE LIFT

View-through rates, conversions

TransUnion^{tu}

PRECISE TARGETING

Advanced segmentation for strategic & efficient targeting

Placed
powered by **FOURSQUARE**

POI VISITATION

Store visits, conversions, sales lift

comscore

IMPRESSIONS

Measured & verified through industry-accepted third-party partner

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