

CAPTIVATE

# Influence the Influential

**B2B MARKETING'S TROJAN HORSE**

ANA Masters of B2B 2024



[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.

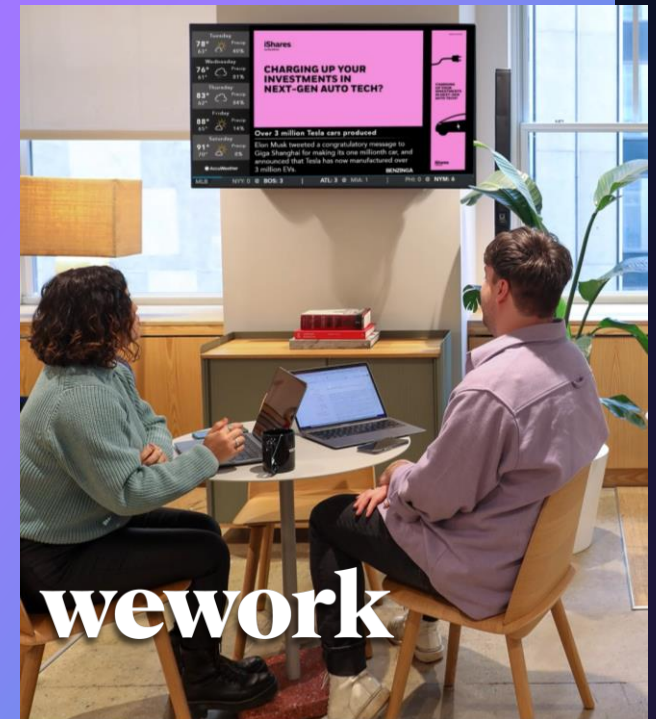
## OFFICE



## 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.



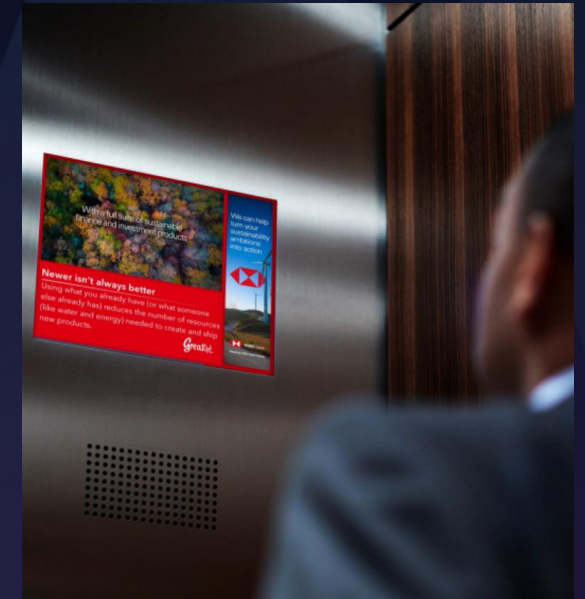
# ENGAGE The Influential // meaningful connection

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**<sup>tu</sup>

### 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

CAPTIVATE

# Influence the Influential

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