

CAPTIVATE
Influence the
Influential

MEDIA KIT





Premier video network reaching high value audiences where they work & live

Unique access to millions in premium office towers and luxury residential properties when and where decisions are made.



100%
VIEWABLE



FRAUD
FREE



BRAND
SAFE



ACCURATE
LOCATION

**Connect your brand
with an audience
like no other.**



THE
INNOVATORS



THE
NEXT-STAGERS



THE
CHANGE-MAKERS



THE
TRAVELERS



THE
BUILDERS



THE
PARENTS



THE
DECISION-MAKERS



THE
HIGH-EARNERS

CAPTIVATE

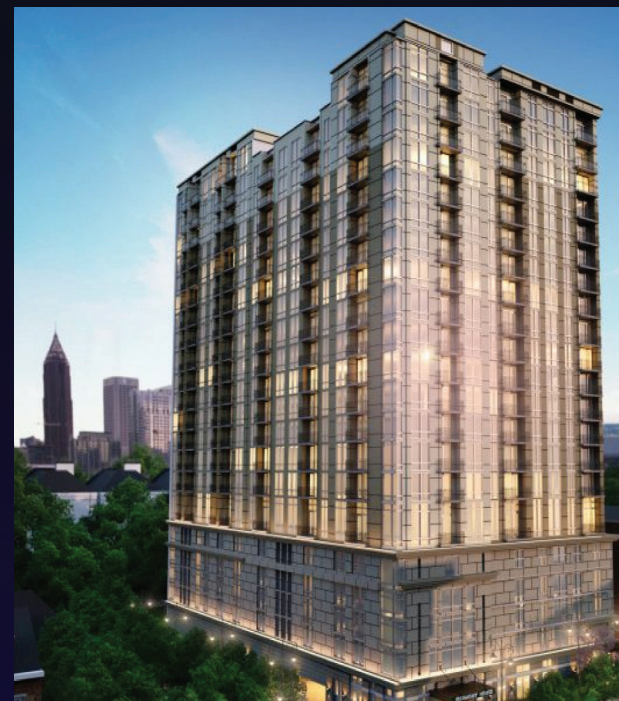
Reach coveted B2B and B2C audiences where they work & live

77K+
BUSINESSES

5M+
HOUSEHOLDS



PREMIER OFFICES



LUXURY RESIDENTIAL



COWORKING SPACES



STUDENT HOUSING

CAPTIVATE OFFICE



Influence decision makers during the working daypart

Engage valuable, hard-to-reach professionals on digital displays in elevators & high-traffic areas of premier office towers to influence B2B & B2C purchase decisions. Customizable onscreen solutions and advanced targeting capabilities deliver measureable results.

39

AVG AGE

67%

A25-54

\$115K

AVG HHI

100%

EMPLOYED

wework

powered by CAPTIVATE

Target SMBs, solopreneurs & Gen Z with unique access to 170+ co-working spaces.

Engage upscale consumers at home

Digital video screens in high-traffic and highly viewed common areas like lobbies and amenity spaces in luxury residences influence high-income shoppers & business decision makers to keep your brand top-of-mind.

44

AVG AGE

66%

A25-54

\$124K

AVG HHI

100%

DELIVERY OF
HH PRINCIPAL
SHOPPER

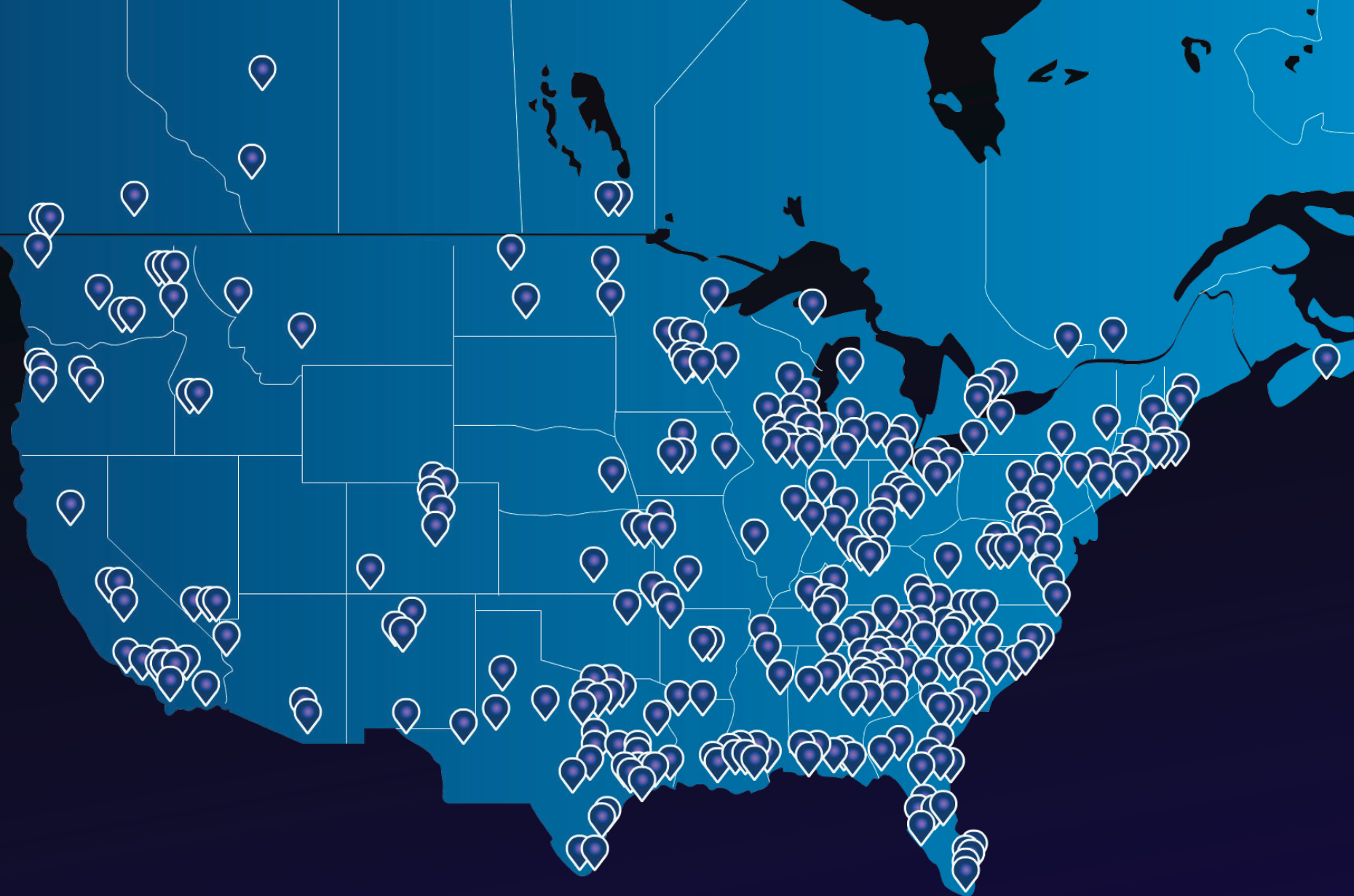
Embed your message in the purchase journey through our extension on interactive screens on package concierge systems.



CAPTIVATE
RESIDENTIAL



Extensive North American footprint



OFFICE

45 DMAs

1,790 VENUES

13,360 SCREENS

RESIDENTIAL

180 DMAs

7,035 VENUES

9,675 SCREENS

180

DMAs

8,825

VENUES

+23K

SCREENS

Boost performance with contextual relevance

CURATED CONTENT

- 200+ trusted, world-class providers
- Professional editorial team
- Curated for a premium audience
- Exclusive advertiser placement

Forbes

AccuWeather

billboard

B/R BLEACHER REPORT

AdAge

TheStreet.

EATER

CUSTOM CONTENT COLLABORATIONS

Tailored brand partnership solutions to elevate engagement include ad formats, editorial alignments, content sponsorships, native content, gamification and more.

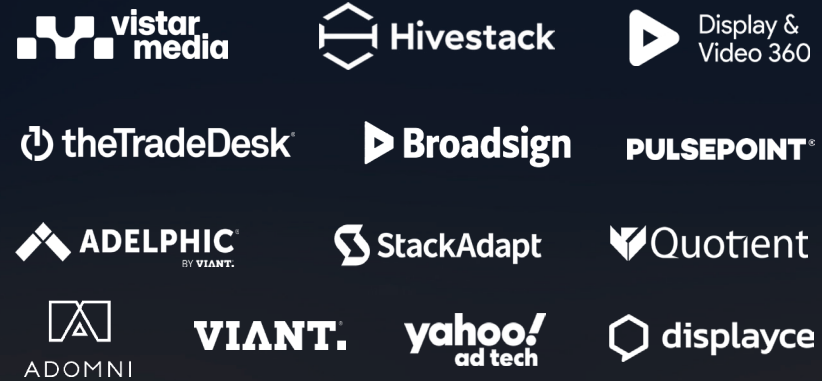
CAPTIVATE



Capabilities

PROGRAMMATIC

Turnkey activation on DSP of your choice.
Available PMP, OE & Guaranteed



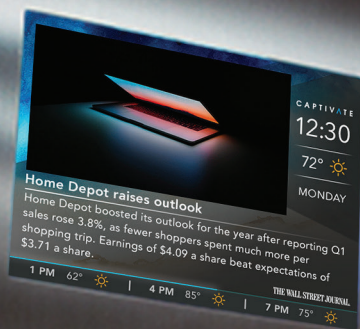
MEASUREMENT & ATTRIBUTION

Verify campaign impact with brand-lift studies and attribution tools



ADVANCED TARGETING

Strategic and efficient targeting with the industry's leading data partners



Premium, video-first brand solutions

ELEVATOR DISPLAY

PREMIUM AD*

Starbucks Double Shot Energy advertisement. Text includes: "WHAT GIVES YOU ENERGY?", "CAPTIVATE", "8:58", "61°", "TUESDAY", "Short-Term Forecast", "12 PM 75° RealFeel: 79°", "3 PM 82° RealFeel: 83°", "6 PM 79° RealFeel: 77°", "AccuWeather", "MLB NYY: 7 @ TOR: 4 | SEA: 10 @ BOS: 1 | LAA: 9 @ BAL: 5".

LARGE FORMAT DISPLAY

Dollar Shave Club advertisement. Text includes: "DOLLAR SHAVE CLUB", "EPIC RAZORS. EPICALLY AFFORDABLE.", "Find us in stores or online.", "CAPTIVATE", "12:30", "72°", "TUESDAY", "EVERYDAY HEALTH", "It's beneficial to keep a house plant. Plants can absorb toxic chemicals from the air. They also increase oxygen levels in your home, which could potentially help to reduce headaches, improve focus, and boost your overall mood.", "1 PM 75° | 3 PM 72° | 5 PM 69°".

PREMIUM FULL SCREEN

Degree Men deodorant advertisement. Text includes: "Degree DEODORANT", "STAY FRESH AND DRY IN HEAT UP TO 125°", "NEW YORK CITY: 92°", "48H".

BRANDED CONTENT SPONSORSHIP

Dell Technologies and Intel branded content sponsorship advertisement. Text includes: "Dell Technologies", "intel", "Welcome to Now", "SMALL BUSINESS TIPS", "Participating in social media trends can be a great way to show off your brand's personality and have fun with your audience. So don't be afraid to let loose and get creative.", "Forbes", "intel".

BlackRock advertisement. Text includes: "The Bid", "A podcast by BlackRock", "57 million Americans don't have access to a retirement savings plan. We know that when they do have access, they're 15-20 times more likely to save.", "Hear more from Anne Ackerley on Episode 92 "3 Ways To Close The Gender Retirement Gap"', "Listen on", "Dow -153.43", "S&P 500 -30.75", "VIX Index +2.13".

Athena Health advertisement. Text includes: "athena health", "Brain, meet power.", "Welcome to the most open, connected healthcare network.", "Immunity isn't vitamin C's only perk", "Vitamin C is known for supporting the immune system - but that's not its only benefit. It's required for collagen synthesis, and collagen is the most abundant protein in the body.", "mbg", "Thursday 50°/28°", "Friday 41°/37°", "Saturday 41°/37°".

*Content alignment upgrade available

In good company

B2B



B2C



Contact us

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