CAPTIVATE

THE CAPTIVATE ADVANTAGE

CONNECT BRANDS TO MODERN PROFESSIONALS

Target and engage high-value audiences at scale in curated, brand-safe, contextually-relevant environments throughout the day where upscale professionals **WORK & LIVE.**

100% Viewable | **100%** Brand Safe | **100%** Ad Completion Rate | **100%** Accurate Location Data

ENGAGING VIEWER EXPERIENCE

CAPTIVATE CONTENT

Our professional editorial team curates a brand-safe programming mix that informs and engages on-the-go professionals.

- **100+ trusted, world-class providers**
- **Exclusive advertiser placement**
- **Brand safe environment**

Forbes   POPSUGAR   THE WALL STREET JOURNAL.   STATS

AccuWeather   SBNATION   USA TODAY   theSkimm

billboard   ADWEEK   TimeOut   B/R

CUSTOM CONTENT COLLABORATIONS

Partner with our team to customize brand alignment and sponsorship executions that increase relevance and elevate engagement. Tailored solutions include ad formats, editorial alignment, branded content, native content, gamification and more.

CAPTIVATE
12:30
72° WEDNESDAY

Monday 74° 58° Precip 0%
Tuesday 79° 58° Precip 20%
Wednesday 79° 58° Precip 20%
Thursday 79° 58° Precip 20%
Friday 79° 58° Precip 20%

Healthy midnight snacks
If you love avocado toast, but want to make it a little more balanced, try mixing in some green peas, edamame or cottage cheese. It'll balance avocado's natural healthy fats with fiber and protein.

POPSUGAR.

AccuWeather
EUR/USD 1.0934 ▲ | USD/JPY 108.34 ▼ | USD/CAD 1.3974 ▲

CAPTIVATE | OFFICE

## INFLUENCE DECISION MAKERS DURING THE WORKDAY

Engage high-value, hard-to-reach professionals on digital displays in the elevator, lobby & high traffic common areas of premier office towers in top markets to influence B2B & B2C purchase decisions.

Captivate | OFFICE was established 25 years ago and has grown to become North America's largest digital office network. For brands, Captivate delivers advanced targeting capabilities, customizable on-screen solutions and measurable results to reach campaign objectives.

53 MILLION
MONTHLY IMPRESSIONS

SOURCE: COMSCORE JUNE 2022

40	**$113K**	**100%**	**71%**
AVG AGE	AVG HHI	EMPLOYED	A25-54
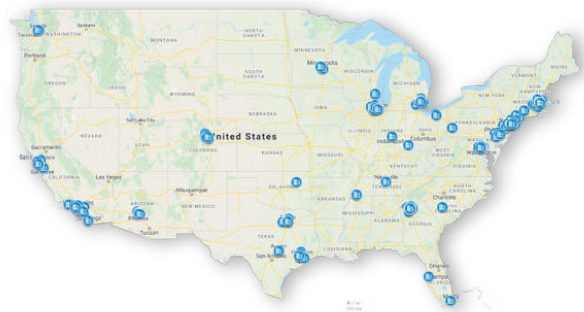
31 MARKETS

1,505 BUILDINGS

10,845 SCREENS

SOURCE: MRI-SIMMONS SPRING 2021 DOUBLEBASE

CAPTIVATE | RESIDENTIAL
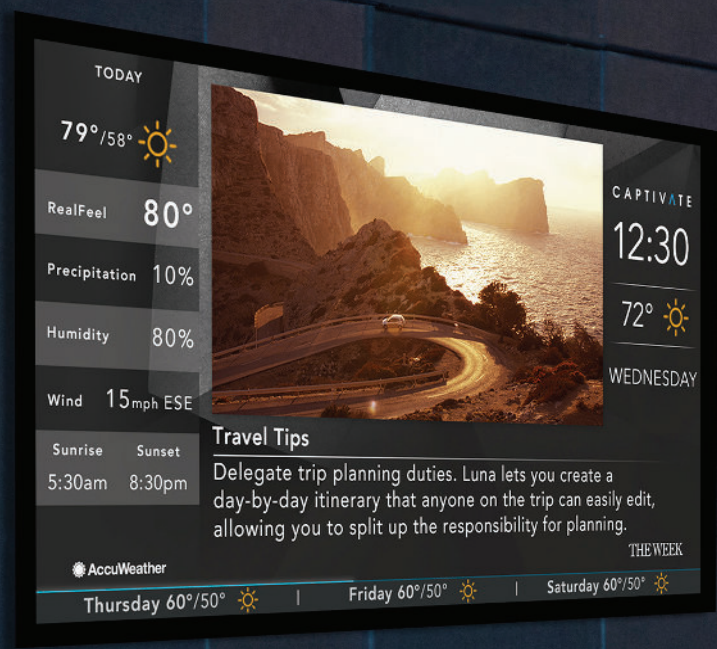
ENGAGE UPSCALE CONSUMERS AT HOME

Reach household primary shoppers and consumers with spending power at home where purchase decisions are made. Residents engage with digital displays in elevators, lobbies and high traffic common areas of luxury residential properties.

Captivate | RESIDENTIAL influences high-value shoppers at multiple points along the consumer journey each day. Ensure your brand is top-of-mind as they head out the door for the day or return home to shop online.

With more people working from home and companies embracing hybrid work schedules long term, consumers are spending more time and making more decisions at home than ever before.

16.4 MILLION
MONTHLY IMPRESSIONS
SOURCE: COMSCORE JUNE 2022

39	$87K	100%	31%
AVG AGE	AVG HHI	EFFECTIVE DELIVERY OF HH PRINCIPAL SHOPPER	FAMILIES
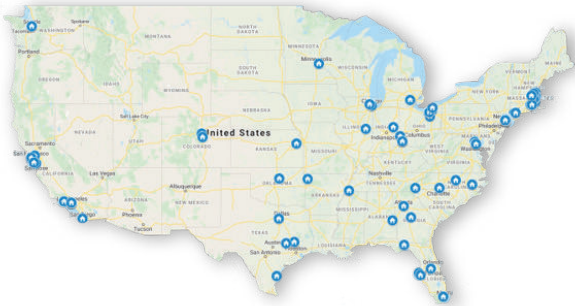
30 **MARKETS**

360 **BUILDINGS**

440 **SCREENS**

SOURCE: MRI-SIMMONS SPRING 2021 DOUBLEBASE

CAPABILITIES

PROGRAMMATIC

Activation through DSP of your choice including data driven targeting solutions

VISTAR MEDIA · theTradeDesk · yahoo! ad tech

AMOBEE · MediaMath · Hivestack

ADELPHIC BY VIANT. · AdQuick · Quotient

OutMoove · campsite · adform

Roku · TPS engage · ADOMNI · Display & Video 360
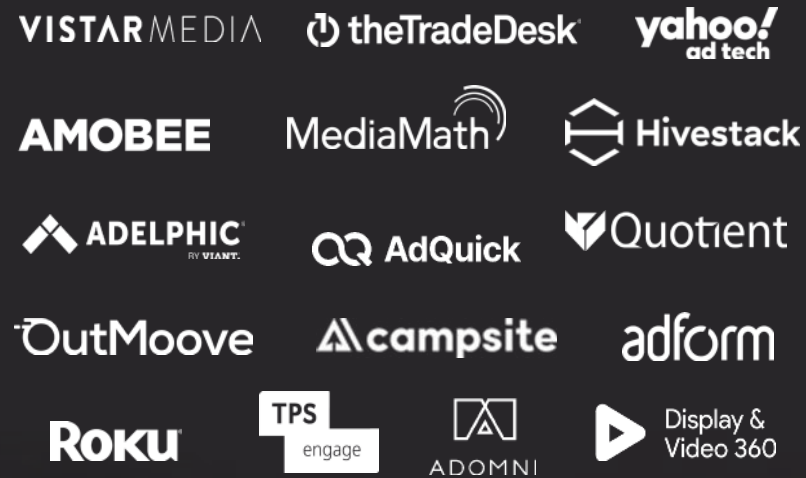
MEASUREMENT & ATTRIBUTION

Custom research solutions and data partners track campaign performance to measure a range of goals from brand lift to app downloads

Alida. · Placed powered by FOURSQUARE · mira

KOCHAVA★ · actv8me

ADVANCED TARGETING

Dynamic planning tools target buildings that over-index for key audience segments.

Opportunity to leverage 1st party client data to identify venues with key target audience

neustar · comscore

ON-SCREEN SOLUTIONS

ELEVATOR EXPERIENCE

STANDARD AD

FULL SCREEN AD

BRAND INTEGRATION AD

LARGE FORMAT EXPERIENCE

STANDARD AD

FULL SCREEN AD

BRAND INTEGRATION AD

IN GOOD COMPANY

GET IN CONTACT

B2B

B2C

CAPTIVATE