

CAPTIVATE PARTNERS WITH THE TRADE DESK TO POWER OOH DIGITAL AUDIENCE EXTENSION CAMPAIGNS

By Neil Shapiro, SVP of Digital & Programmatic Sales

Captivate, North America's leading digital video office network, is proud to announce a first-to-market partnership with [The Trade Desk](#) to power its digital audience extension campaigns. This alliance will offer Captivate's advertisers best-in-class digital capabilities to enhance Captivate campaigns beyond the office elevator and lobby screens and retarget professionals with brand messaging on their smartphones, tablets, and desktop computers across their device graph.

Captivate's digital audience extensions have evolved significantly over the years from mobile only to cross-device and now running through one of the industry's leading DSP's. While digital audience extensions have become an out of home industry staple, Captivate is the first OOH company to partner with The Trade Desk as self-serve users of their DSP. Additionally, Captivate's advertising inventory is part of The Trade Desk's limited beta offering around programmatic OOH and has been successfully used by multiple clients to date, including major QSR, retail and corporate advertisers.

Partnering with The Trade Desk also brings additional digital expertise in house at Captivate, with members of the sales, planning and marketing teams taking advantage of the Trade Desk's Trading Academy online courses. As a leader in programmatic advertising, The Trade Desk helps Captivate bring its clients robust targeting and optimization technology across multiple programmatic ad formats, helping them reinforce their message with a truly *captive* audience. Additionally, working with the Trade Desk as part of their limited beta around programmatic OOH has helped grow our programmatic revenue. By becoming self-serve users of The Trade Desk platform, we can continue to evolve our digital audience extension capabilities and the overall digital skill level within the company.