

CAPTIVATE

B2B BRAND TO DEMAND:

Guide to Layering ABM Strategy to Drive Growth Amid Market Uncertainty

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Market Context:

Economic Uncertainty Meets Continued Investment

Business leaders are navigating a challenging landscape. According to new research from Alida surveying professionals in office buildings across North America:

63% Cite the economy as their top concern

49% List rising costs as a critical challenge

Yet, despite these pressures, their company investment in tech is not slowing down. Over the next 12 months, their companies plan to:

38%
Improve existing tech offerings

32%
Adopt or expand use of digital technology

29%
Introduce new tech offerings or services

Even in an uncertain economy, forward-looking companies are continuing to invest in innovation. This creates an opportunity for B2B tech brands to position themselves where business decision makers (BDMs) are actively considering new solutions.



Why A Layered ABM Strategy Is The Right Approach Now

While the innovation investment will continue – it's unlikely for many companies that the marketing investment will match.

Tech brands seeking to influence investment decisions need to ensure their brand-to-demand strategies are effectively layering account-based marketing (ABM) across the funnel to capture attention and drive conversion.

ABM Adds Precision to Brand Campaigns

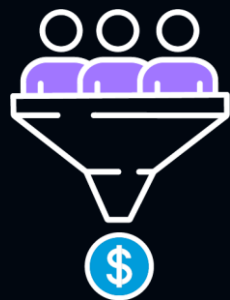
- Focus on **highest-value prospects** and accounts instead of casting too wide a net.
- Pinpoint key sectors where investment is still strong

Keeps Your Brand Top of Mind with Buyers Planning to Spend

- Layer ABM on top of brand campaigns to move audiences **down the funnel from awareness to demand.**
- Reinforce brand credibility while delivering **customized messages** to decision makers.

Supports Buying Committee Influence

- B2B purchases involve multiple stakeholders. Layered ABM ensures your message **reaches the full committee**, not just known contacts.



From Brand to Demand: Top to Bottom Funnel ABM Strategy

Top of Funnel: Awareness

Build thought leadership weighted to priority accounts and sectors.

Mid Funnel: Engagement

Reinforce with sector-specific or account-based messaging tailored to known challenges.

Bottom Funnel: Activation

Sync DOOH with sales and demand plays to influence buying committees and accelerate pipeline.





The Captivate Advantage: DOOH as the ABM Layer

Captivate's **video-first DOOH network** brings layered ABM to life by reaching decision makers:

During the workday, at the office - where procurement decisions are researched and influenced.

With contextually relevant placements that surround professionals when business is top of mind.

Offering **precision ABM targeting** to ensure your message hits the right companies and sectors.

By adding Captivate DOOH, B2B brands maximize impact - delivering both broad brand visibility and hyper-targeted precision **when and where it matters.**

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Captivate CASE STUDY: **EY** The Results Speak For Themselves

Captivate is a results-driven channel with industry-leading B2B performance benchmarks. For top brands like EY the **results exceeded benchmarks and drove measurable impact**.

For their latest brand campaign, EY implemented a multi-channel global brand-to-demand strategy. To drive awareness traditional TV and large-scale OOH installations did heavy lifting. Precise **ABM targeting with Captivate was a critical layer** to reinforce messaging and drive demand with key sectors and services.



61%

RECALL

85%

EFFECTIVENESS in
increasing interest in EY

But did it drive action? Yes, it did.

55%

TOOK ACTION

1 in 2

WENT ONLINE
to learn more about EY



CONCLUSION: Now Is The Time for a Layered ABM Strategy

In an environment where concerns are high, but investment continues, the brands that win will be those that stay visible, relevant, and credible with decision makers actively seeking solutions. Layering ABM with Captivate's DOOH network ensures your brand is top of mind for BDMs who plan to spend in the next 12 months.

Reaching a network of over 88,000 businesses, Captivate is sure to match your key account list to deliver influence, move buyers down the funnel, and drive measurable results.



About Captivate

We are an industry-leading digital video advertising network with over **22,000 screens featured in premier office towers** & luxury residential properties where high-value, professional audiences work and live.

We foster powerful connections between brands and influential decision-makers in the most impactful places and times when and where decisions are being made.

In uniquely captive environments, our advanced targeting, premium video activations & measurement solutions help brands reach their goals.

Influence the Influential with Captivate.

Learn more at: Captivate.com/advertisers
or email us at info@captivate.com

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