

CAPTIVATE

THE DAILY BUYING LOOP:

How Home + Work
Shape Modern
Consumer Decisions



The Consumer Journey Has Changed

The traditional shopping windows no longer exist. Consumers now shop continuously – across mobile, online, and in-store touchpoints – creating a **Daily Buying Loop** that unfolds from morning to night and weekday through weekend.

Because of this shift, **home and work have become the two most influential environments in modern consumer behavior**. These are high attention settings with the longest-dwell, and where research, consideration, and conversion naturally occur across mobile, digital, and real-world moments.

To win today's consumer, brands must show up in the Daily Buying Loop where buying decisions actually happen to shape research, consideration, and drive meaningful action throughout the day.



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A New Model for Modern Consumers



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The Two Most Influential Environments



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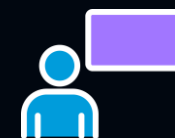
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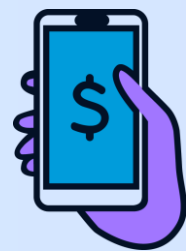
The Daily Buying Loop:

A New Model for Modern Consumers

The consumer journey is no longer a straight line from **Awareness** → **Consideration** → **Purchase**. Today, decisions unfold in fast, fluid micro moments across the entire day. Consumers bounce between apps, search results, social feeds, and real-world cues - creating a **Daily Buying Loop** that repeats constantly as they scroll, search, compare, save, and buy.

Mobile is the connective tissue of this loop linking home, work, commute, and retail into one continuous decision path. A quick scroll during breakfast sparks discovery. With smartphones in hand from morning commute to evening downtime, consumers browse, search, compare, and purchase in short bursts – often between meetings, during lunch breaks, while streaming content, or as they unwind at home.

Recent survey data shows:



71%

Use Mobile to
Shop Online



44%

Use Work Computer
to Shop Online



66%

Go Online to Purchase
After Seeing an Ad that
Interests Them

This new model demands that brands show up inside the loop – not at the end of it – influencing decisions as they form across environments, screens, and moments.

THE DAILY BUYING LOOP

Mobile connects the daily buying loop linking home, work, commute & retail

SCROLL

Passive discovery in social feeds & content streams sparks early interest



SEARCH

Queries at work or home turn curiosity into active exploration



COMPARE

Shoppers evaluate prices, reviews, & options to narrow decisions



SAVE

Wish lists, carts, & screenshots capture intent and create reminders



BUY

High-intent evenings at home drive final cart completion & purchase decisions.



REPEAT

New moment restarts the loop, fueled by fresh triggers or needs

Home + Work:

The Two Most Influential Environments

Home and work have become **the new consumer buying hubs** - the longest dwell environments where consumers spend most of their day and make the majority of buying decisions. They deliver predictable attention and repeated exposure, making them uniquely powerful for influencing research, consideration, and conversion.



At work, consumers browse, compare, and shop during high intent moments. They search between meetings, run lunchtime errands, and make quick convenience driven decisions.



At home, they shift into deeper research and final purchase mode - streaming, scrolling, reading reviews, aligning with a partner, and completing carts.

Together, home and work shape the rhythm of the **Daily Buying Loop** - influencing what consumers discover, research, and ultimately buy.



58%

make 3+ personal purchases per week

During & After Work:

80%

Shop Online

55%

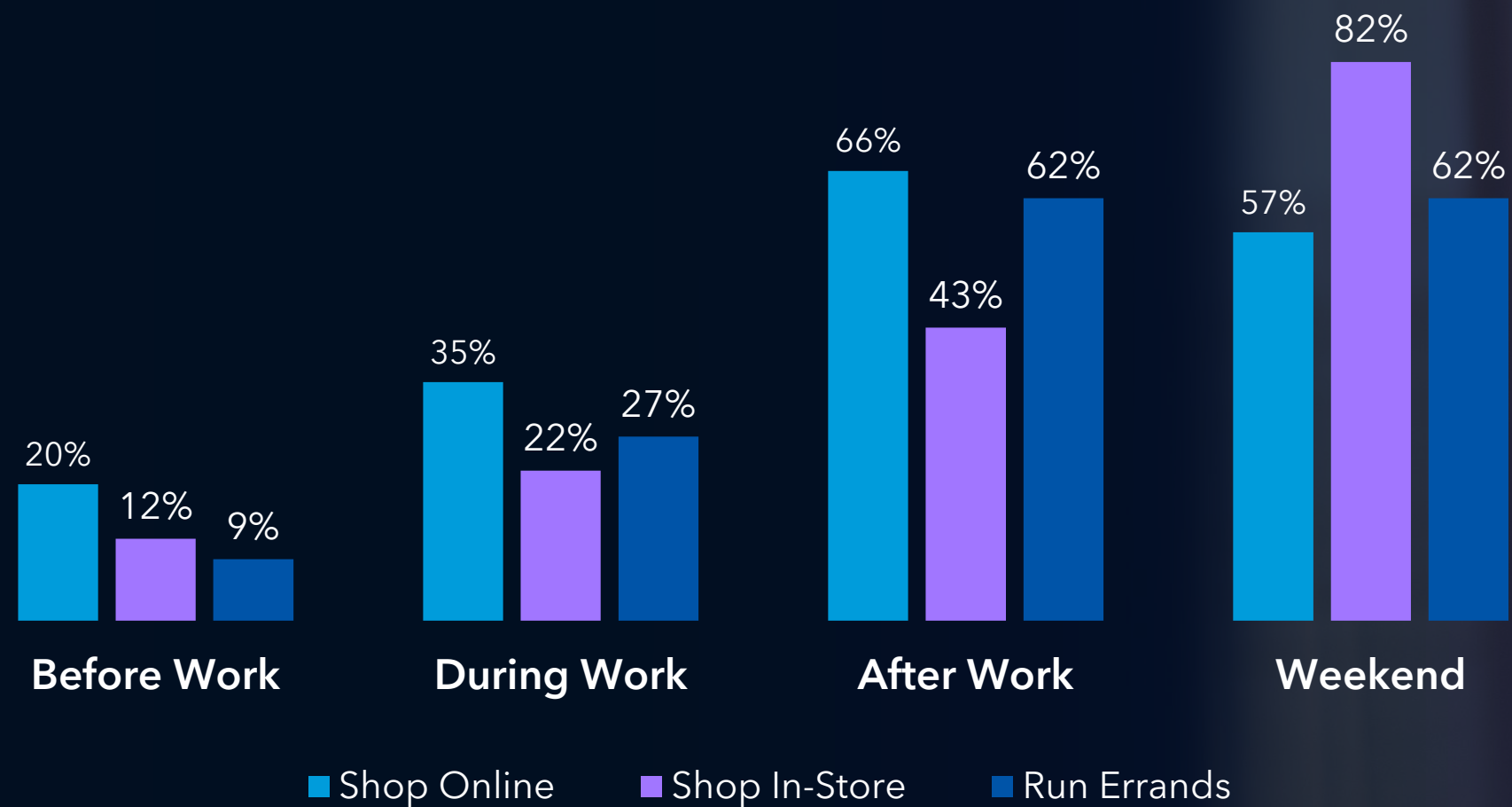
Shop In-Store

3 in 4

Run Errands

Shop Weekday to Weekend:

Buying decisions happen all day, every day



The Workday Shopper:

Behavior, Intent & Opportunity

The workday has become peak time for **online shopping & running errands** for busy professionals trying to juggle it all. Mobile plays a central role here - driving spontaneous searches, comparisons, and add to cart moments that build intent long before the evening conversion window at home.

1 in 3

Shop online during
the workday

44%

Shop from their
work computer

35%

Get personal packages
shipped to the office

These daytime micro moments shape the Daily Buying Loop – building intent at work that converts. Captivate’s DOOH office network reaches busy professionals in elevators and lobbies, driving workday influence that extends into after work and at home buying moments.

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Workday mindset is different: it’s fast, convenience driven, and focused on problem solving. Consumers act quickly, often choosing whatever saves time or reduces friction. This behavior extends beyond digital browsing with most running errands, blending online research with real world action.



The At-Home Shopper:

High Intent Evening Conversions

Evenings and weekends at home have become **the anchor of the Daily Buying Loop**. Shoppers settle into research mode - reading reviews, comparing options, aligning with a partner, and finalizing carts. Streaming and second screen behavior fuel new product discovery, while comfort and downtime create the **ideal conditions for conversion**.

Home also drives real world shopping behavior. Convenience shapes weekend and after work store visits, especially for essential and high frequency categories. Proximity-based advertising influences consumers choice of nearby retailers for groceries, household goods, clothing, pharma, alcohol, and tech.



The At-Home Shopper:

High Intent Evening Conversions

Home is where intent becomes action. Captivate’s residential DOOH network keeps brands top of mind in elevators, lobbies, and high traffic luxury amenity spaces. By reinforcing messages at home, Captivate helps influence the final steps of the Daily Buying Loop when shoppers are most ready to buy – in-store or online.

66% Shop Online after Work

82% Shop on Weekends

43% Shop After Work

Top Categories Shopped Near Home:



80%
Groceries



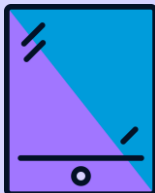
78%
Clothes



73%
Pharma



55%
Alcohol



52%
Tech

Proximity to Purchase:

Why Location Matters More Than Ever

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1 in 2

Travel At Least 3 Miles From
the Office to Run Errands

Mobile Shopping:

The Always-On Purchase Path

Mobile is the connective tissue of the Daily Buying Loop - the device consumers use to discover products, compare options, and build carts throughout the day. Push notifications, social ads, and quick searches spark intent.

Because mobile bridges home, work, commute, and retail, it creates a seamless, always on purchase path. Consumers move fluidly between screens and stores, researching online and buying in store, with mobile guiding every step of the journey.

DOOH advertising amplifies this by triggering mobile action in moments that matter - especially in offices and luxury residential properties. DOOH becomes a real-world cue that fuels the buying journey and nudges shoppers into the next step of the Daily Buying Loop.



The Media Strategy Shift:

Why Brands Must Prioritize Home + Work

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Day	High/Low	Weather	Precip
Tuesday	58°/42°	Sunny	0%
Wednesday	69°/50°	Partly Cloudy	1%
Thursday	76°/55°	Sunny	3%
Friday	77°/57°	Partly Cloudy	2%
Saturday	78°/63°	Sunny	1%

AccuWeather

FARMERS
INSURANCE

GET A QUOTE AT FARMERS.COM

Tuesday 58°/42° | Wednesday 69°/50° | Thursday 76°/55°

Case Study Highlights:

Performance That Moves Decisions

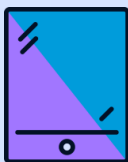
See how brands are winning the Daily Buying Loop with Captivate - backed by performance data & real-world results.



Multinational Mass Retailer

Drive Sign Ups for Subscription Service. Boost awareness & interest for newer service offering.

- +122%
Lift in Brand Consideration
- +45%
Lift in Brand Perception
- +77%
Lift in Store Visits



Consumer Tech

Increase Brand Awareness. Custom, contextually relevant creative boosts impact.

- 70%
Ad Recall
- 90%
Ad Effectiveness
- +49%
Lift in Brand Favorability



Streaming Service

Increase Engagement & Content Discovery. Drive viewing in key markets with high-impact ads.

- 44%
Total Ad Recall
- +85%
Lift in Key Brand Perception Statement
- +77%
Lift in Store Visits



Upscale Clothing Retailer

Goal to Drive Traffic. Geotargeted campaign in venues within 5-mile radius of retail

- +122%
Lift in Brand Consideration
- +45%
Lift in Brand Perception
- +77%
Lift in Store Visits



Conclusion:

Winning The Moments That Matter

Winning the Daily Buying Loop starts with understanding how your audience actually spends their day. **Home and work are long-dwell environments that shape discovery, research, and purchase** – the moments that matter most. Mapping these patterns helps brands identify where intent forms and where decisions are ultimately made.

DOOH strengthens the omnichannel journey by guiding consumers from inspiration to action across these environments. When paired with mobile, proximity, and convenience-driven behaviors, brands can influence workday intent, reinforce it at home, and drive conversions both online and in-store. Measuring impact across the full loop – from mid-day searches to evening cart completions – reveals how each touchpoint contributes to the outcome.

Buying happens all day, not just during traditional “shopping time.” **Brands that show up consistently in home + work win more decisions**, because these are the environments where attention is predictable, context is powerful, and modern conversion truly happens..

Bringing It All Together:

The Captivate Advantage

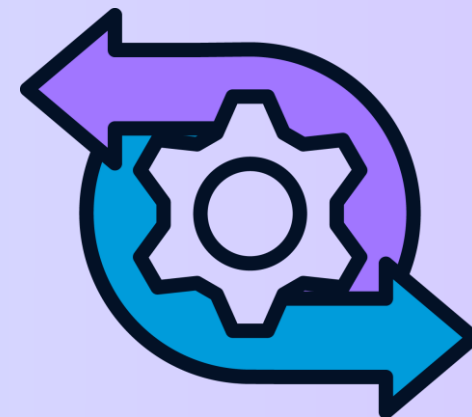
Captivate connects with busy consumers in the long-dwell environments where their decisions actually take shape – at work and at home. Our DOOH screens in elevators, lobbies, and high-traffic common areas deliver repeated, high-attention exposure that fits naturally into daily routines. Captivate is a powerful omnichannel driver that nudges discovery, comparison, and conversion. This captive, context-rich presence helps brands **win more decisions across the Daily Buying Loop.**

8.5M
households

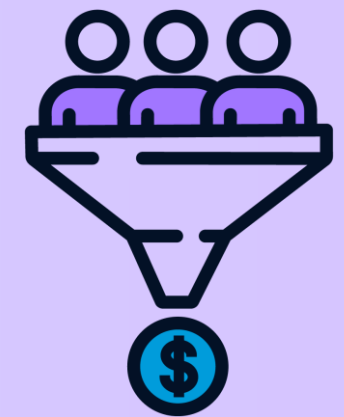
Exclusive access to affluent, on-the-go professionals across 180 top markets

24K+
screens
10K+
venues

Across premium office + residential properties



Flexible buying via direct or programmatic activation with creative support and custom audience targeting tools.



Full funnel measurement to validate impact across channels.

CAPTIVATE

We are an industry-leading digital video advertising network with **24,000 screens featured in premier office towers & luxury residential properties** where busy shoppers work and live.

We foster powerful connections between brands and consumers 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/b2c
or email us at info@captivate.com

