



CAPTIVATE

PRECISION MEETS ELEVATED IMPACT

Dell Technologies partnered with Captivate to launch its new Pro Series, reaching IT and business decision makers where it matters most – at the office. As Canada’s first Programmatic Guaranteed DOOH campaign, the six-week buy delivered 17 million guaranteed impressions and measurable results via a custom Brand Lift Study. 7 in 10 IT decision makers recalled the campaign, with 38% taking action — went online, made a purchase or discussed with coworkers. By combining contextual relevance, precision targeting, and high-frequency exposure, Captivate elevator advertising proved to be a trusted B2B solution, delivering measurable impact and direct access to decision makers at the office.

PROVEN IMPACT AMONG ITDMs

68%

AD RECALL

53%

CONSIDERATION

2 in 5

TOOK ACTION




MARCH-MAY 2025 // 17 MILLION IMPRESSIONS
1ST TO MARKET DOOH PROGRAMMATIC GUARANTEED



Work Smarter

CAPTIVATE


12:32

21° 

FRIDAY

Confirmed: Beans are a superfood

Adding 1-2 servings of beans, chickpeas or lentils to your diet provides necessary nutrients, helps with weight management and moderates blood sugar levels, a new analysis found.

EVERYDAY  HEALTH

NHL TOR @ PHI MON 7:00 PM | NYR @ BOS MON 7:00 PM