

REACH  
100M  
CTV DEVICES

# S:CTV SEARCH POWERED CTV

— CONSUMER INTENT FINALLY ARRIVES IN TV —

## From Search to Screen—

Captify's Connected TV solution finally brings real-time search data to TV, reaching consumers on their own terms on the largest screen possible. S:CTV—Efficient, effective, big brand impact.

## CONSUMER BEHAVIOR HAS EVOLVED

As consumers continue to rapidly cut the cord and move away from traditional TV, brands need to see this screen in a whole new light.

The shift of viewing behavior to connected TV sets has given marketers the opportunity to apply data and digital strategies to TV. However, the **most powerful data set in advertising—search**—has been locked out of the mix, until now.

## CAPTIFY: REMOVING ASSUMPTIONS FROM TV

Captify is the largest independent holder of onsite search data, with semantic technology that **connects and categorizes billions of search behaviors to build dynamic audiences powered by real-time consumer intent.**

Activate this rich, differentiated data set and **pre-qualify** audiences with assurance across all screens—including the TV—to enhance and extend demographic and viewership data targeting.

Power more efficient and impactful video campaigns at scale.

## PRESS PLAY ON CTV

OVER 40%

of consumers today use CTV devices to stream content on a daily basis



## CAPTIFY'S PREMIUM ONSITE SEARCH DATA

41BN

monthly searches

2.2BN

global users

Data from

6M+

sites across all verticals

## CORD CUTTER AUDIENCES: TOP AUDIENCE PROFILES



SPORTS  
FANS



THRILL  
SEEKERS



GAMERS

# - PUTTING SEARCH TO WORK IN A WHOLE NEW WAY FOR CTV -

Planning | Activation | Measurement in action

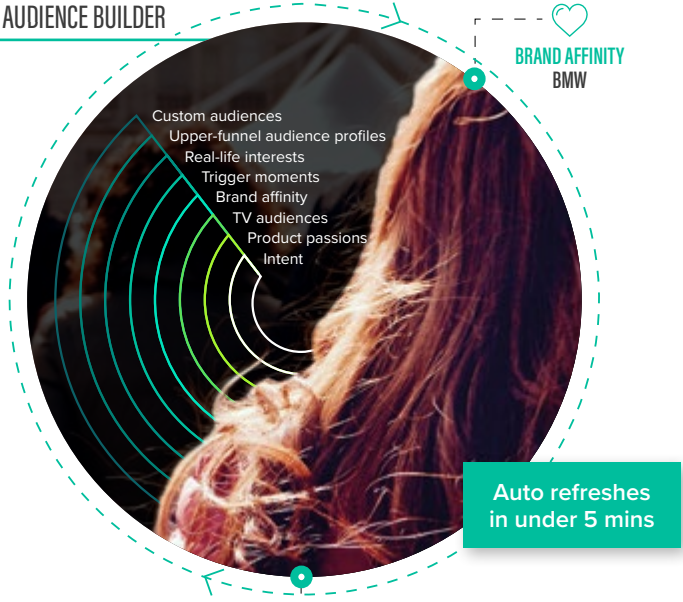
## 01. PLANNING: SEARCH POWERED QUALIFIED REACH

Captify's onsite search is the **live pulse of what consumers want and why**. Search behaviors reveal insights and profiles audiences that will engage with brands, before a media dollar is spent.

**Qualify and build receptive audiences** through Search Intelligence to drive **mass reach and awareness without wasting media spend**.

**Turbo-charge TV planning** through unexpected search synergies, unlocking hidden audiences to drive incremental reach.

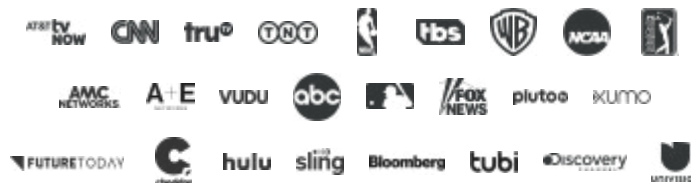
### DYNAMIC AUDIENCE BUILDER



## 02. ACTIVATION: REAL-TIME REACH IN CTV

Integrate upper-funnel CTV advertising into digital cross-device campaigns and **extend audience reach across all screens**:

- + Extend digital video strategies to TV screens and refine linear targeting to qualified audiences
- + Reach quality audiences in high attention environments
- + Control reach and frequency across channels
- + Access premium inventory through curated lists to extend reach and scale across digital and TV buys



\*Inventory supply and avails differ for self-serve activation

### REACH



100M

CTV devices

### SCALE



349B

monthly impressions

## 03. MEASUREMENT: DRIVING OUTCOMES

Measure VCR, engaged audiences, reach and frequency. Connected plans unlock **crucial, actionable insights from deterministic search behavior**. Measure true campaign impact on your brand and consumer purchase journeys.

### IT WORKS

Hit  
**95%**  
in-target demo  
\*CPG campaign



Incremental reach



Measure VCR by Captify audience segment



Brand amplification