

# PROGRAMMATIC SEARCH INTELLIGENCE

Intelligent PMPs powered by live search

## ACTIVATE UNIQUE + SCALABLE + REAL-TIME AUDIENCES ACROSS ALL SCREENS

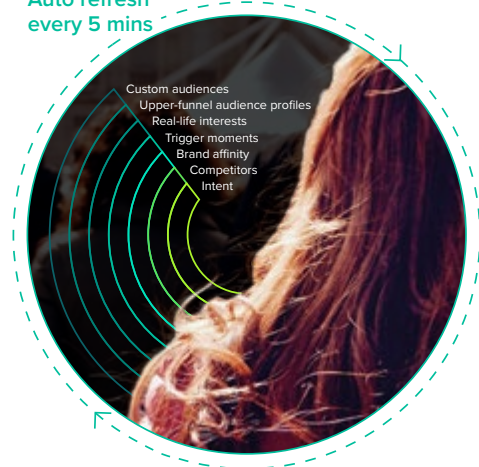
Consumers move fast. Static segments can't keep up and quickly become stale. Captify's Semantic Technology connects and analyzes billions of search signals to build dynamic audiences powered by real-time consumer intent. Activate this rich, differentiated data set across Display + Video to unlock unique audience insights, power brand reach and drive performance at scale.

### VIDEO PERFORMANCE ASSURANCE

Secure success by pre-calibrating viewability and VCR thresholds across pre-qualified audiences powered by Search Intelligence.

## DYNAMIC AUDIENCE BUILDER

Auto refresh every 5 mins



\*See reverse for Audience Menu

Audience Activation:

- + **Off-the-shelf audiences** deliver fast scale
- + **Custom audiences tailored to RFP** drive efficiency
- + **Conversion optimized audiences** turbo-charge performance

**Scale without sacrificing performance**—uncover unexpected connections to unlock hidden audiences and drive incremental reach.

Activate real-time search data and **extend programmatic video reach across all screens**, including CTV.

Scalable deals drive reach

Real-time consumer intent powers efficiency + performance

Seamless set-up + control plan with ease

## CAPTIFY'S PREMIUM ONSITE SEARCH DATA

**41BN**  
monthly searches

**2.2BN**  
global users

Data from **6M+** websites across all verticals

## HOW TO ACTIVATE THROUGH A DEAL ID

### 01. SET UP FOR SUCCESS

Place impression and conversion pixels to enhance optimization, scale + performance

### 02. BUILD AUDIENCES

Captify builds audiences matching campaign requirements and KPIs

### 03. CREATE DEAL ID

Captify matches audiences with inventory via SSP partner and creates a Deal ID

### 04. LAUNCH + DELIVER

Target and manage deals through your DSP across display + video, with full control over brand safety

### 05. OPTIMIZE + SCALE

Captify's Programmatic Deal Desk will advise on strategies to ensure optimum performance

# DYNAMIC AUDIENCE MENU

5  
MINUTE  
REFRESH

41 BILLION  
MONTHLY  
SEARCHES

**AUDIENCE PROFILING**  
PRE-BUILT

MOMS OF INFANTS	BUSINESS OWNERS	CITY DWELLERS	MILLENNIALS
FAMILY SHOPPERS	PARENTS	ECO WARRIORS	STUDENTS
HOME OWNERS	COMMUTERS	SILVER SURFERS	SPORTS FANS
EMPTY NESTERS	BUSINESS DECISION MAKERS	YOUNG PROFESSIONALS	CORD CUTTERS

**REAL LIFE**  
PRE-BUILT

**INTERESTS**

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**MOMENTS**

SPORT	RETAIL	ARTS	TRAVEL	TECH	GAMING	COMPUTERS	COOKING
ECO-FRIENDLY	FITNESS	HOME IMPROVEMENT	MOVIES	PERSONAL FINANCE	WELL-BEING	LUXURY	LITERATURE
<b>LIFE</b>			<b>CALENDAR</b>			<b>SPORADIC</b>	
NEW BABY	NEW HOME	GRADUATION	VALENTINE'S DAY	OLYMPICS	FASHION WEEK	DATING	REPLACING TECH
DIVORCE	ANNIVERSARY	PROMOTION	MUSIC FESTIVALS	SEASONAL WEATHER	BLACK FRIDAY	BARGAIN HUNTING	ACTIVE SHOPPER

**PURCHASE INTENT**  
PRE-BUILT

PRODUCTS	SERVICES	BRANDS
COMPETITORS	PLACES	AUTO OPTIMIZED AUDIENCES

**CUSTOM AUDIENCES**

NEWS TRIGGERS	TV INTERESTS + CONSUMPTION	BRAND LOYALISTS	PRODUCT PASSIONS
LIFESTYLES	ATTITUDES	CULTURES	MOVEMENTS

\*Example audience sample. Captify has many additional audiences to those shown.