captify.
PANEL
+ ASSUMES USER LIKES SAMSUNG
3RD PARTY SEGMENT
+ IN 18-24 DEMOGRAPHIC
SOCIAL
+ PRESENTS LUXURY USER
WHAT'S POWERING YOUR MEDIA STRATEGY?
SEARCH ENGINE
+ REVEALS TRAVEL INTEREST
LOCATION
+ SAYS CITY DWELLER
ON-SITE SEARCH
+ REVEALS TRAVEL INTENT
1ST PARTY DATA
+ KNOWS A FREQUENT PURCHASER

captify.

# THINK SEARCH, THINK GOOGLE?

# 6M SEARCH BARS ACROSS THE OPEN WEB

Watching video on celebrity weddings

Flight to Maldives

BEST INDICATOR OF INTENT

*Reviews*

*Price Comparison*

EXPLICIT

Wedding diet

Listening to podcast

Skincare routines

Browsing holiday inspiration

The Game Changers

Pet food subscription

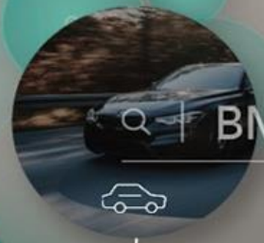
REAL-TIME TRANSPARENT VIEW

*Ticket Site*

CLOSER TO TRANSACTION

Reading business article

Reading about vegan recipes



BMW hybrid specs

# CONNECTING LAYERS OF CONSUMER INTENT

captify.

| TYPE OF EXPLORATION/SEARCH/INTENT | TYPE OF WEBSITE | 'Inferred interest' EXPLORATIVE/ CONTEXTUAL | 'Seeking inspiration & ideas' INVESTIGATIONAL/ INTEREST SEARCH | 'Actively seeking specific information' INFORMATIONAL SEARCH | 'Actively seeking specialist information' VERTICAL SEARCH | 'Seeking validation onquality/price/peer review' COMPARATIVE SEARCH | 'Ready to transact' PURCHASE SEARCH |
|---|---|---|---|---|---|---|---|
| Reading content on 'Dealing with moderate asthma' | Health | X | | | | | |
| Watching video content on 'breathing exercises for asthma sufferers' | Wellness | X | | | | | |
| Reading content on 'Increased risks for Covid' | News | X | | | | | |
| Searching for 'cycling trip destinations' | Sport & fitness | | X | | | | |
| Searching for ''moving to the city" | Lifestyle | | X | | | | |
| Searching for ''healthy diets" | Food & drink | | X | | | | |
| Searching for ''getting rid of mold" | Home & garden | | | X | | | |
| Searching for 'non-injection Asthma medication'' | Family & Parenting | | | X | | | |
| Searching for 'can dogs trigger asthma?' | Pets | | | X | | | |
| Searching for '1 bed apartment to rent midtown' | Property | | | | X | | |
| Searching for 'Dupixent side effects' | Health | | | | X | | |
| Searching for ''Health insurance offers' | Finance | | | | X | | |
| Searching for 'top rated allergist specialist' | Forum | | | | | X | |
| Searching for 'best asthma treatment' | Blogs | | | | | X | |
| Searching for 'Dupixent vs Xolair' | Reviews | | | | | X | |
| Searching 'pharmacy near me' | eCommerce | | | | | | X |
| Searching 'renew prescription on virtual appointments' | Health | | | | | | X |
| Searching 'inhaler price' | eCommerce | | | | | | X |

High Scale

High Intent

captify.

# SEMANTIC TECHNOLOGY CONNECTING SEARCH BECAUSE A SINGLE KEYWORD ON ITS OWN IS NOT ENOUGH

## RAW DATA → SEMANTIC ENGINE → SEARCH INTELLIGENCE = HOLISTIC VIEW

Right now

13 MONTHS

13 months ago

- Novak Djokovic
- Reading 'Gamechangers' review
- Patagonia sale
  - eCommerce site
- Flight deals
  - Price comparison
- Best skin routine
  - Forum
- Wedding diet
  - Lifestyle site
- Vegan leather
- Browsing travel sites

### SEARCH KNOWLEDGE GRAPH

NATURAL LANGUAGE PROCESSING

AUDIENCE BUILDER

DMP

AUTO-OPTIMISING SCORING ALGORITHM

CONTEXTUAL ENGINE

### PROFILES

Eco warrior, deal hunter

Intent score 27

### MOMENTS

Getting married

### INTERESTS

Beauty

Intent score 61

intent score 52

### INTENT

Propensity to book travel 60

### CUSTOM AUDIENCES

Vegan movement

# SOLVING CHALLENGES

## RETAIL

"Who won hearts & minds over Christmas?"

## BANKING

"Why are people saving less?"

captify.

## ENTERTAINMENT

"When shall we launch our new TV programme?"

## TRAVEL

"What are the key signals at each stage of the holiday booking journey?"

## AUTO

"Who are the online car configurator audience & why are they interested?"

## FMCG

"When do people search for meal inspiration & what are they looking for?"

## CONSUMER ELECTRONICS

"What features do people care most about when deciding on a new mobile phone?"

## ENERGY & UTILITIES

"How can we appeal to more tradespeople?"

## GAMING

"How can we separate out hardcore and casual gamers?"

# FULL CUSTOMER JOURNEY AUDIENCE PROFILING

captify.

PLANNING IN ACTION

IDENTIFYING IN-MARKET AUDIENCES

REAL-LIFE MOMENT

SPORADIC MOMENT

CONSIDERATION

RE-CONSIDERATION

ENGAGEMENT

PURCHASE

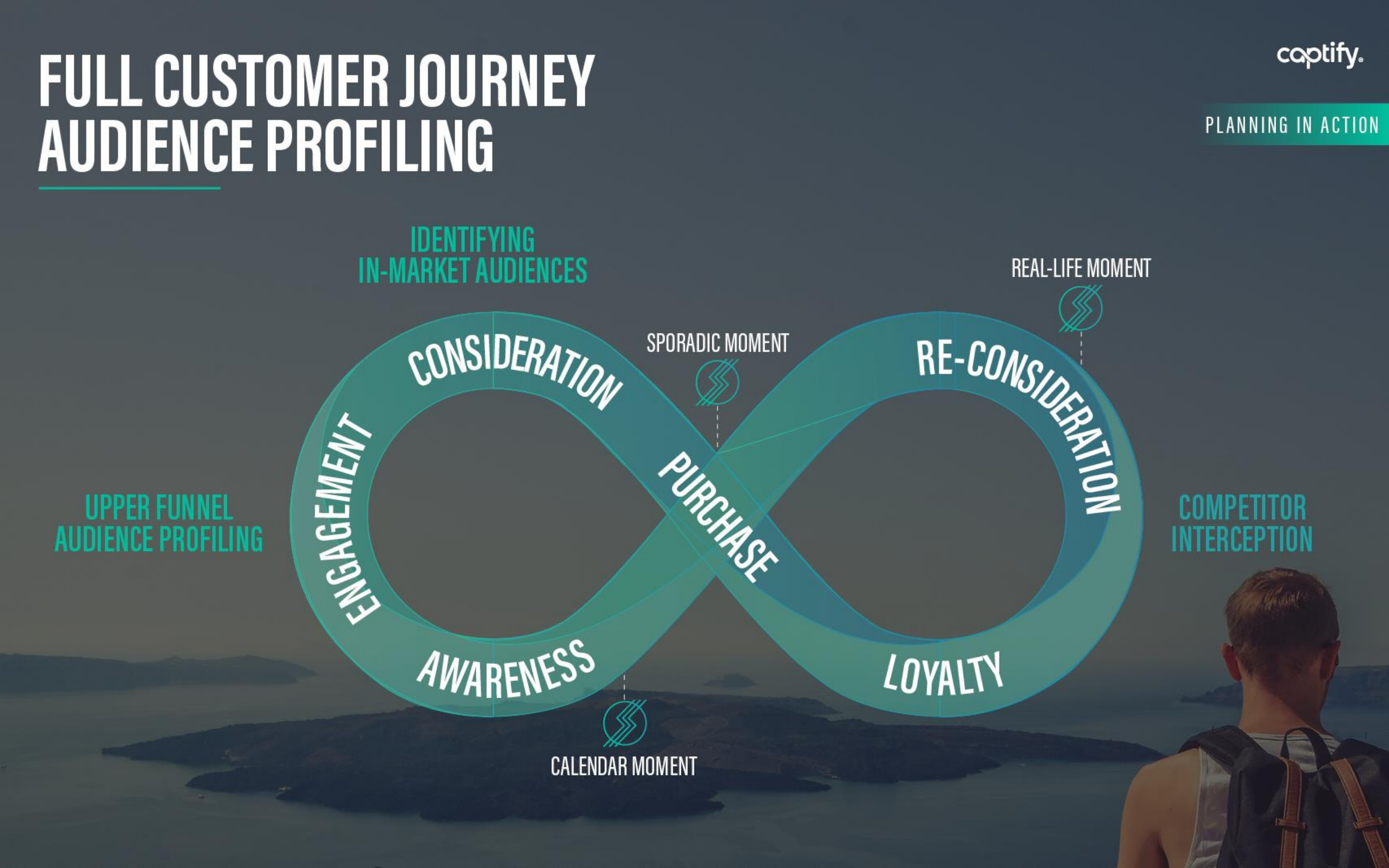
AWARENESS

LOYALTY

CALENDAR MOMENT

UPPER FUNNEL AUDIENCE PROFILING

COMPETITOR INTERCEPTION



## MARKETPLACE

Gain a panoramic view of the industry

## BRANDOMETER

Gauge consumer attitudes, sentiment and behaviour towards your brand

## MOMENTS

Pinpoint real-life, calendar and sporadic moments that impact consumer behaviour

## HUMANISE

Lift the lid on audiences to understand mindsets & motivations

## INTERCEPT

Steal market share armed with unique competitor intelligence

## SYNC

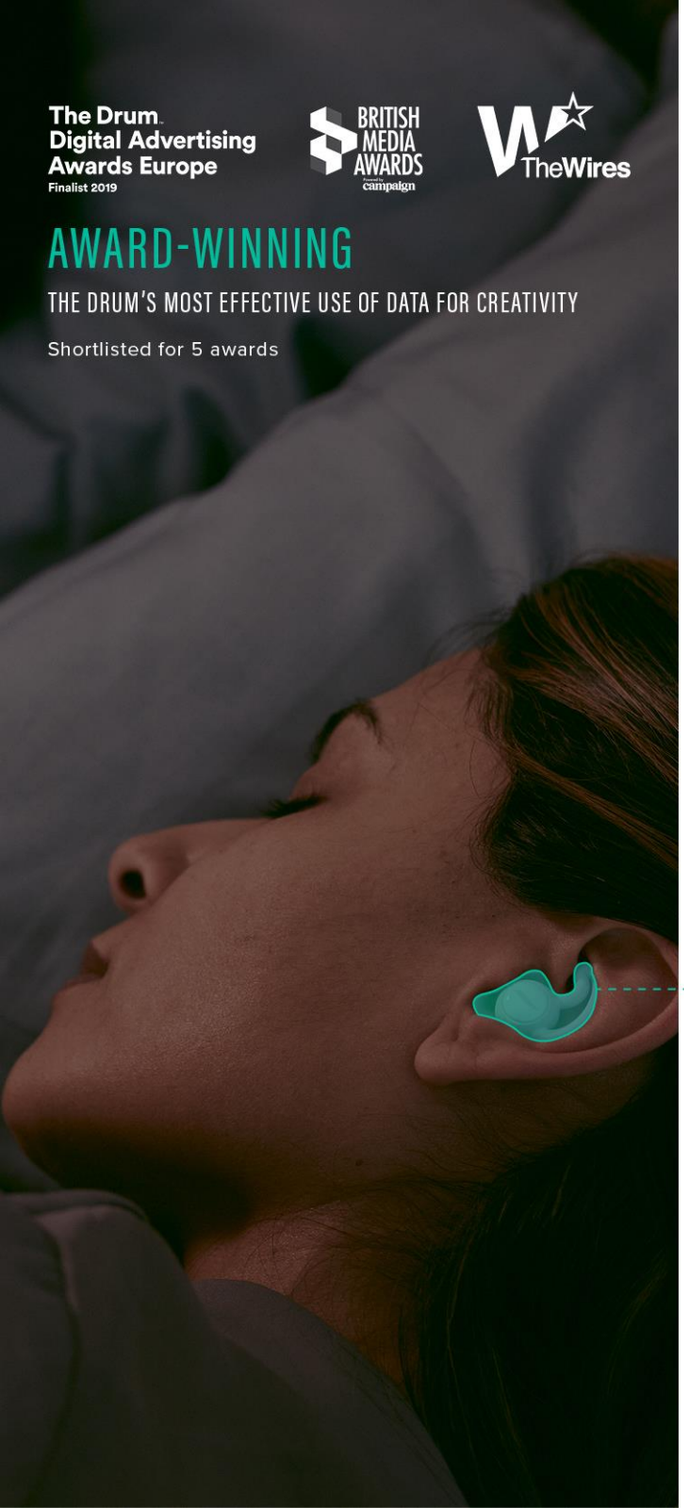
Align and harmonise data sources, channels and activities for brand affinity and extension

## REACT

Keep a finger on the pulse to detect and respond to unexpected triggers

## PERFORM

Deep dive into campaign performance to truly measure impact



The Drum Digital Advertising Awards Europe
Finalist 2019

BRITISH MEDIA AWARDS
campaign

TheWires

## AWARD-WINNING

THE DRUM'S MOST EFFECTIVE USE OF DATA FOR CREATIVITY

Shortlisted for 5 awards

# DYNAMIC AUDIENCE PLANNING FOR A BRAND-NEW PRODUCT

BOSE captify

### BOSE TARGET AUDIENCE

**HIGH-INCOME USERS**
with noise-related sleep issues

INVESTMENT OPTIONS

Intent Signal
Bose Sleepbuds

### UPPER-FUNNEL PROFILES DRIVE REACH

**CITY DWELLERS**

CITYMAPPER

**TECHIES**

5G RELEASE

### SCALE THROUGH HIDDEN AUDIENCES

**STRESSED EXECS**

PHILIPS SLEEP DEVICES

**BUSINESS TRAVELLERS**

FIRST CLASS FLIGHTS

### IDENTIFY TRIGGER MOMENTS

**SLEEP-DEPRIVED NEW PARENTS**

BABY SLEEP ROUTINE

**NEW PETS**

EAR PLUGS

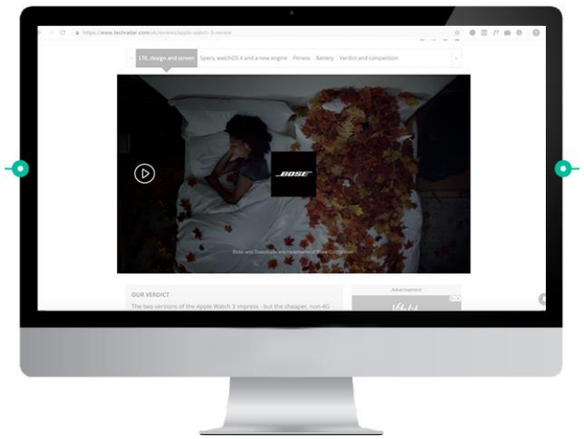
*Example searches and intent signals

# ACTIVATING A FULLY-CONNECTED PLAN POWERED BY SEARCH INTELLIGENCE

Prospecting and driving new customers down the purchase funnel

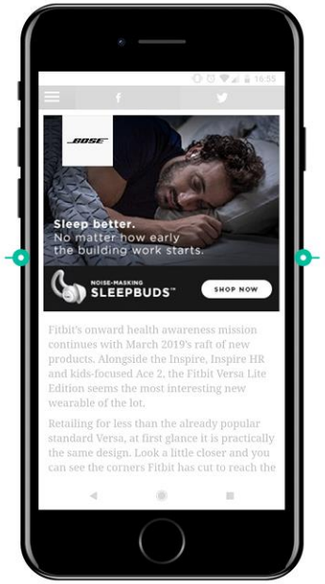
SEARCH INTELLIGENCE POWERED AUDIENCE

## 01. REACH & AWARENESS



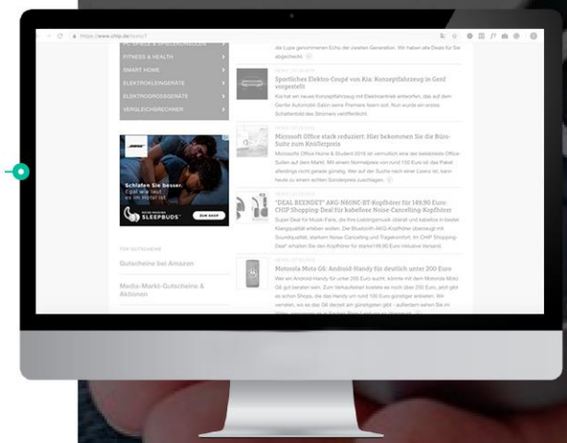
+ 2x 15-second videos

## 02. ENGAGEMENT AT SCALE




+ Multiple creatives

## 03. DRIVING THE SALE



+ MPU + DMPU

# MEASURING RESULTS AND OVERALL BRAND IMPACT

+ Viewability between
**79% - 82%**
across markets

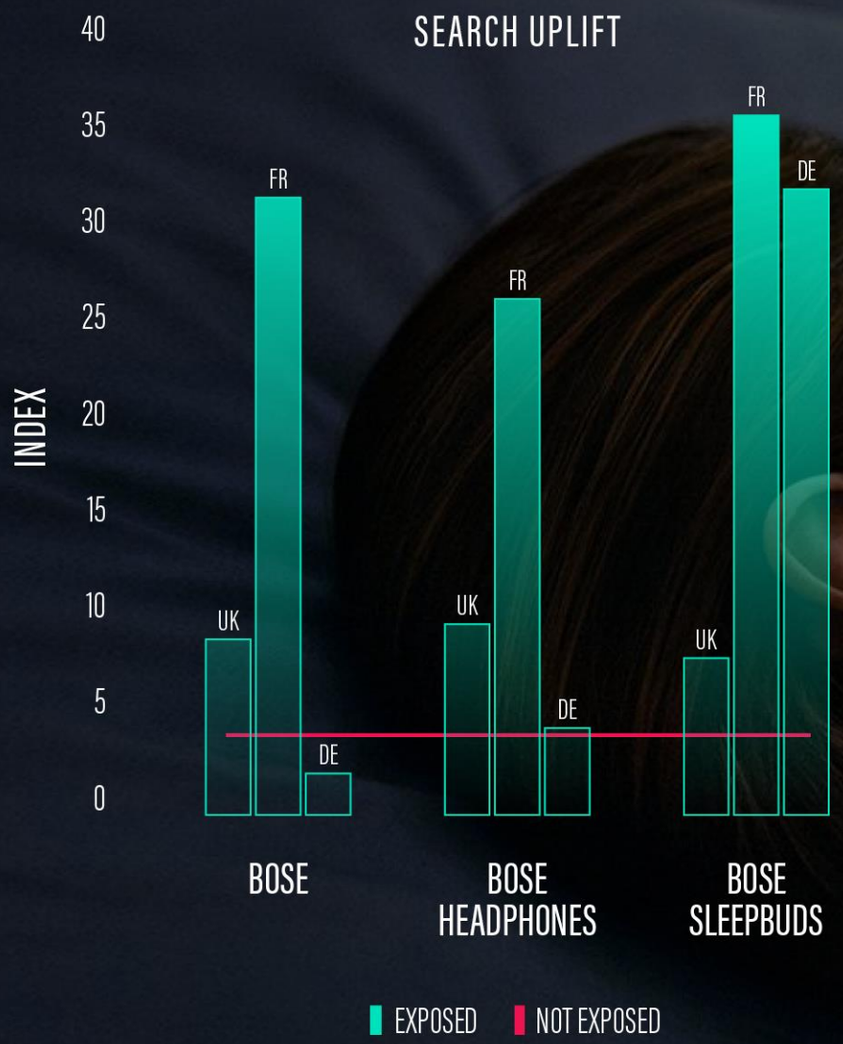
+ VTR between
**68% - 75%**
across markets

SEARCH UPLIFT FOR BOSE SLEEPBUDS | PROVES AWARENESS

+ **UP TO 36X**

HALO EFFECT | FOR BRAND & HEADPHONES

+ **UP TO 31X**



captify.
PANEL
+ ASSUMES USER LIKES SAMSUNG
3RD PARTY SEGMENT
+ IN 18-24 DEMOGRAPHIC
SOCIAL
+ PRESENTS LUXURY USER
WHAT'S POWERING YOUR MEDIA STRATEGY?
SEARCH ENGINE
+ REVEALS TRAVEL INTEREST
LOCATION
+ SAYS CITY DWELLER
ON-SITE SEARCH
+ REVEALS TRAVEL INTENT
1ST PARTY DATA
+ KNOWS A FREQUENT PURCHASER