

Technology Early Adopters Responded to Captivate Ad

Case Study

Challenge

A leading Technology company wanted to increase awareness about its latest product features in select markets and influence action from Working professionals in enterprise/mid-size businesses that identified themselves as technology early adopters



Captivate Solution

The client partnered with Captivate for a 13 week campaign because of the Strong presence in office buildings in major US markets and Captivate's ability to effectively reach working professionals nearest to the point-of-product use.

1 in 4 Technology Early Adopters responded to the ad

Results

The campaign on Captivate influenced strong response from the target audience:

- Nearly 70% recalled seeing the ad on Captivate
- More than 20% responded to the Captivate ad by researching the advertised products online or by contacting the advertiser to request more information
- About 6% discussed/contracted the IT department requesting to consider the advertised product

