

Captivate Advertising Increases Web Traffic & Drives Product Download

Case Study

Challenge

Educate target audience of IT Decision Makers in small-to-midsize businesses about a leading Mobile Software brand's latest mobile software product



Captivate Solution

Captivate was the right fit for the campaign due to its strong presence in office buildings in major US markets and ability to effectively reach IT Decision Makers in close proximity to decision making

15,000 website visits to download the advertised product

Results

Strong Recall Scores:

- Almost 40% of the target audience recalled the ad on Captivate

Strong response from the target audience a result of their ad on Captivate:

- 9% visited the advertised website to learn more about the advertised product
- 3% visited the advertised website to download the advertised product

Target Audience Recommendations:

- 7% recommended/discussed the advertised product with a friend/colleague

Decision Makers Responded to the Ad

	Total Adults	Decision Maker in Small to Midsize Office
Visited the website to learn more about advertised product	2%	9%
Visited the website to download the advertised product	0.6%	3%
Recommended/Discussed the advertised product with a friend/colleague	1%	7%