

HELLO, WE'RE
captify®



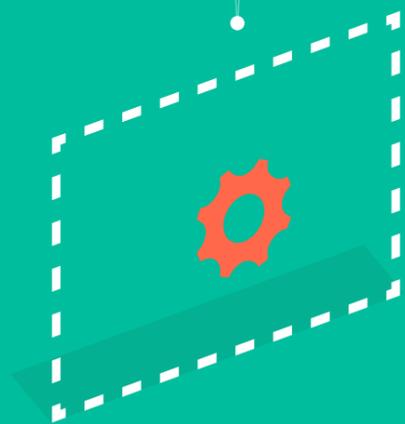
WHAT IS CAPTIFY'S **SEARCH** RETARGETING?

**CAPTIFY'S SEARCH RETARGETING
SERVES DISPLAY ADVERTISING TO USERS
AT SCALE BY FOCUSING ON SEARCH DATA
AS THE KEY INDICATOR OF INTENT.**



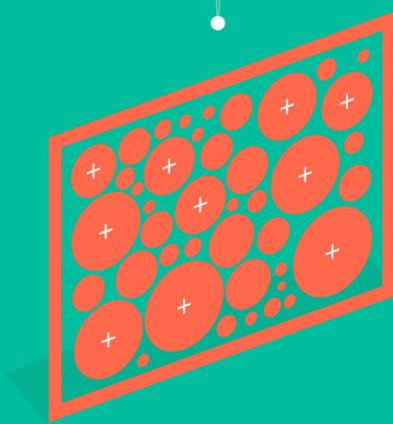
01.

Users search online



02.

Data is collected
and processed



03.

Audience is created
using Captify's
proprietary semantic
matching engine



04.

Users are targeted
at the right time/
right place with an
ad relevant to
their search(es)



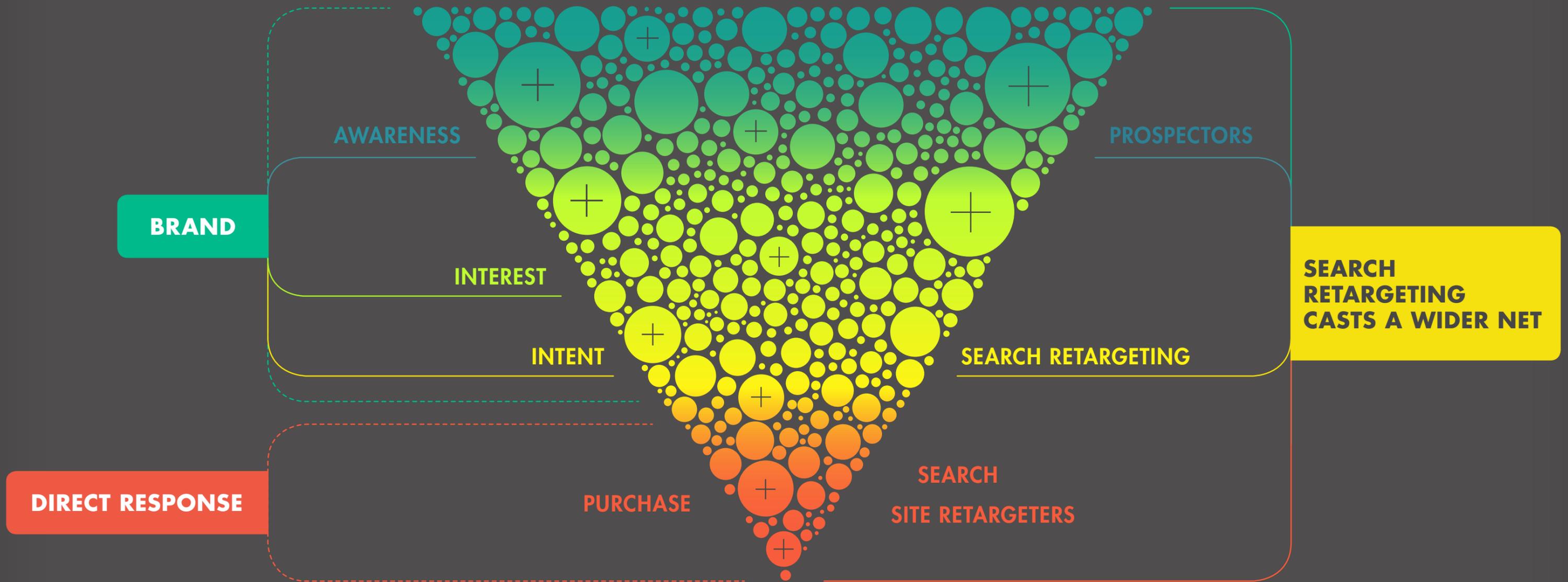
05.

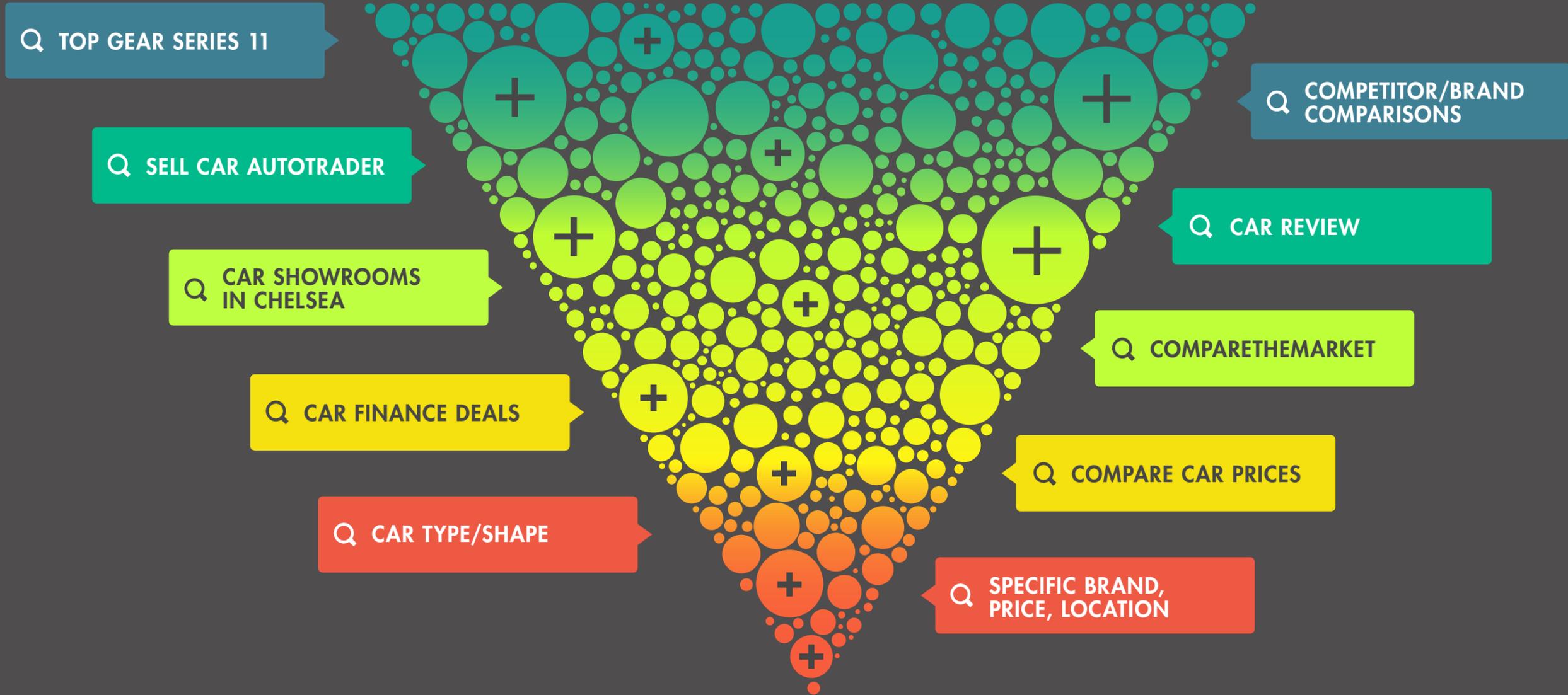
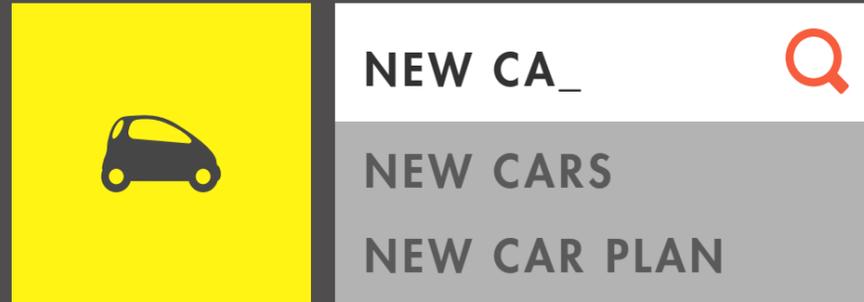
Users enter the
conversion funnel
and convert



**SEARCH RETARGETING
COMBINES ACCURACY
OF SEARCH WITH IMPACT &
SCALE OF DISPLAY**

IT WORKS AT ALL STAGES OF THE FUNNEL





Q TOP GEAR SERIES 11

Q SELL CAR AUTOTRADER

Q CAR SHOWROOMS IN CHELSEA

Q CAR FINANCE DEALS

Q CAR TYPE/SHAPE

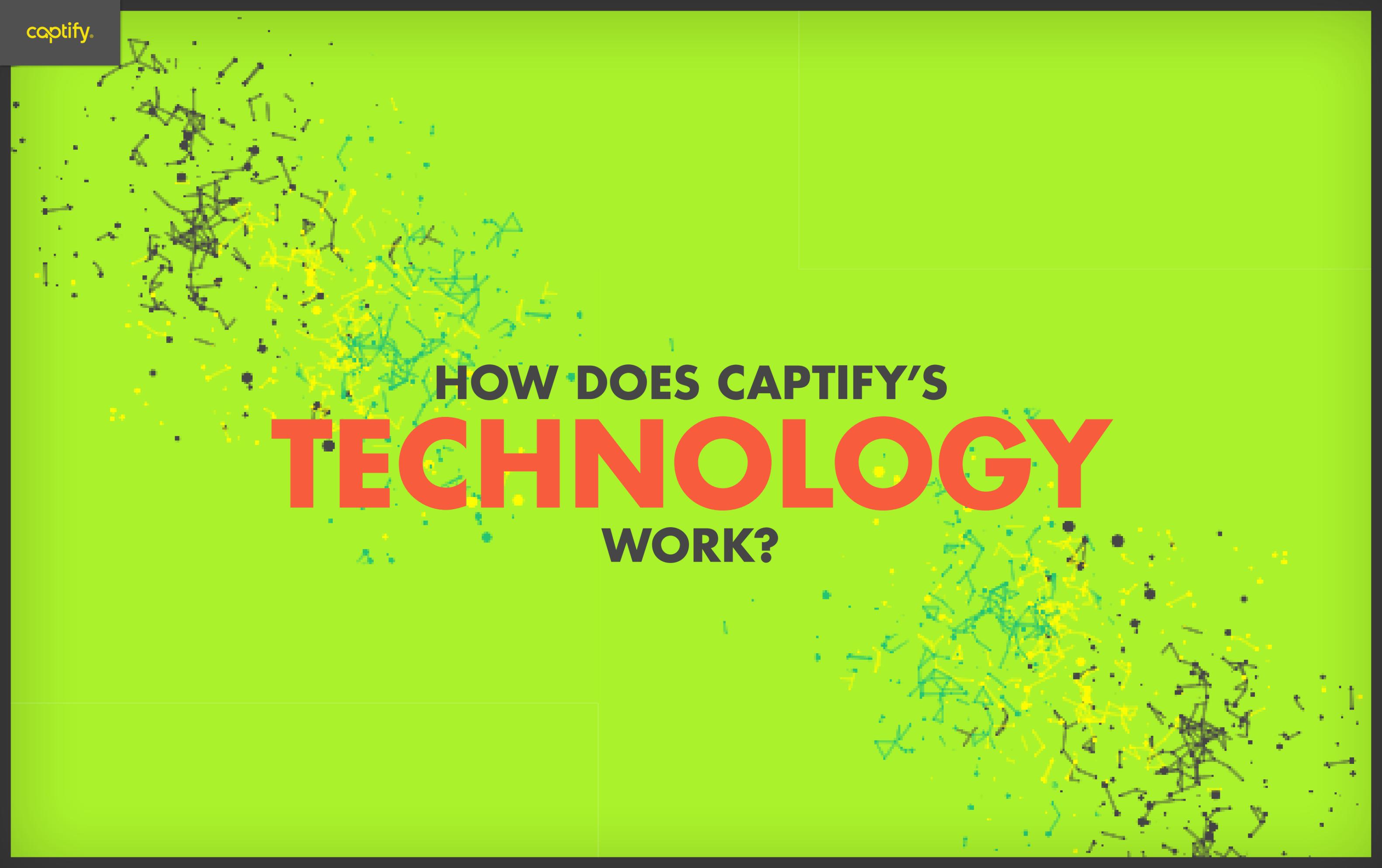
Q COMPETITOR/BRAND COMPARISONS

Q CAR REVIEW

Q COMPARETHEMARKET

Q COMPARE CAR PRICES

Q SPECIFIC BRAND, PRICE, LOCATION



HOW DOES CAPTIFY'S
TECHNOLOGY
WORK?

TECHNOLOGY FLOW



01 ACTIVE DATA
NETWORK



02 SEMANTIC
TECHNOLOGY



03 DECISIONING
ENGINE

LOG DATA

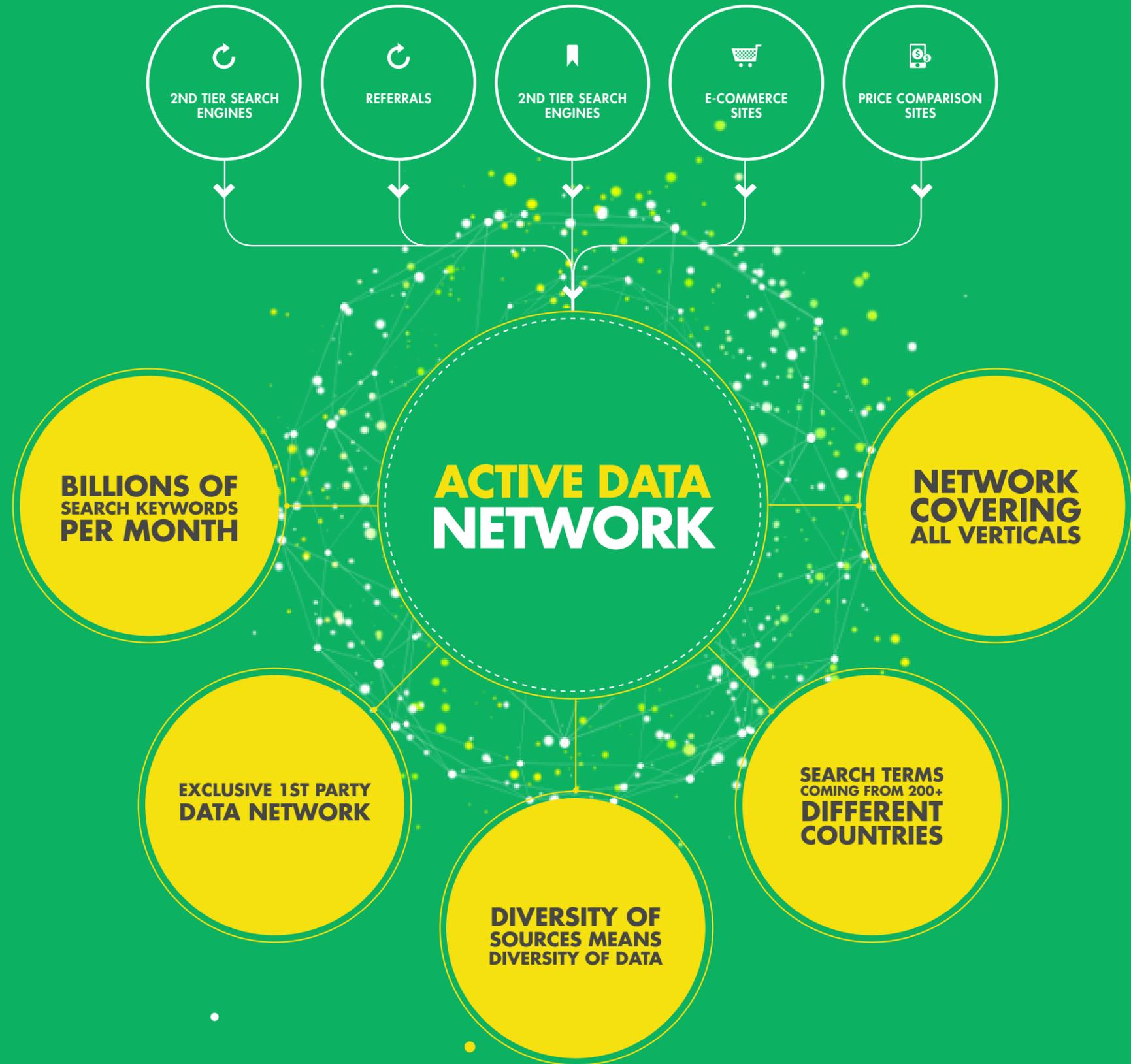
ALGORITHMIC
EXPANSION



01 ACTIVE DATA NETWORK

02 SEMANTIC TECHNOLOGY

03 DECISIONING ENGINE



01 ACTIVE DATA NETWORK

02 SEMANTIC TECHNOLOGY

03 DECISIONING ENGINE

UNDERSTANDING USER INTENT THROUGH SEARCH KEYWORDS

PROPRIETARY SEMANTIC TOOLS

KEYWORD PERMUTATIONS GENERATOR

MULTI CATEGORY INDEX & DICTIONARY

THESAURUS

KEYWORD MANAGER
ROOTING & GROUPING

EXPANSIVE KEYWORD TARGETING CONSIDERING:

MATCH TYPE
(EXACT, BROAD, CONTAINS)

SIMILARITIES

CONTRADICTIONS

AMBIGUITIES

ENTAILMENT

STEMMING

AUDIENCE HQ



MULTI-LINGUAL COMPUTATION

MISSPELLINGS

NEGATIVE PHRASES

NON-INTUITIVE ASSOCIATED KEYWORD CLUSTERS

ENTRY NORMALIZATION

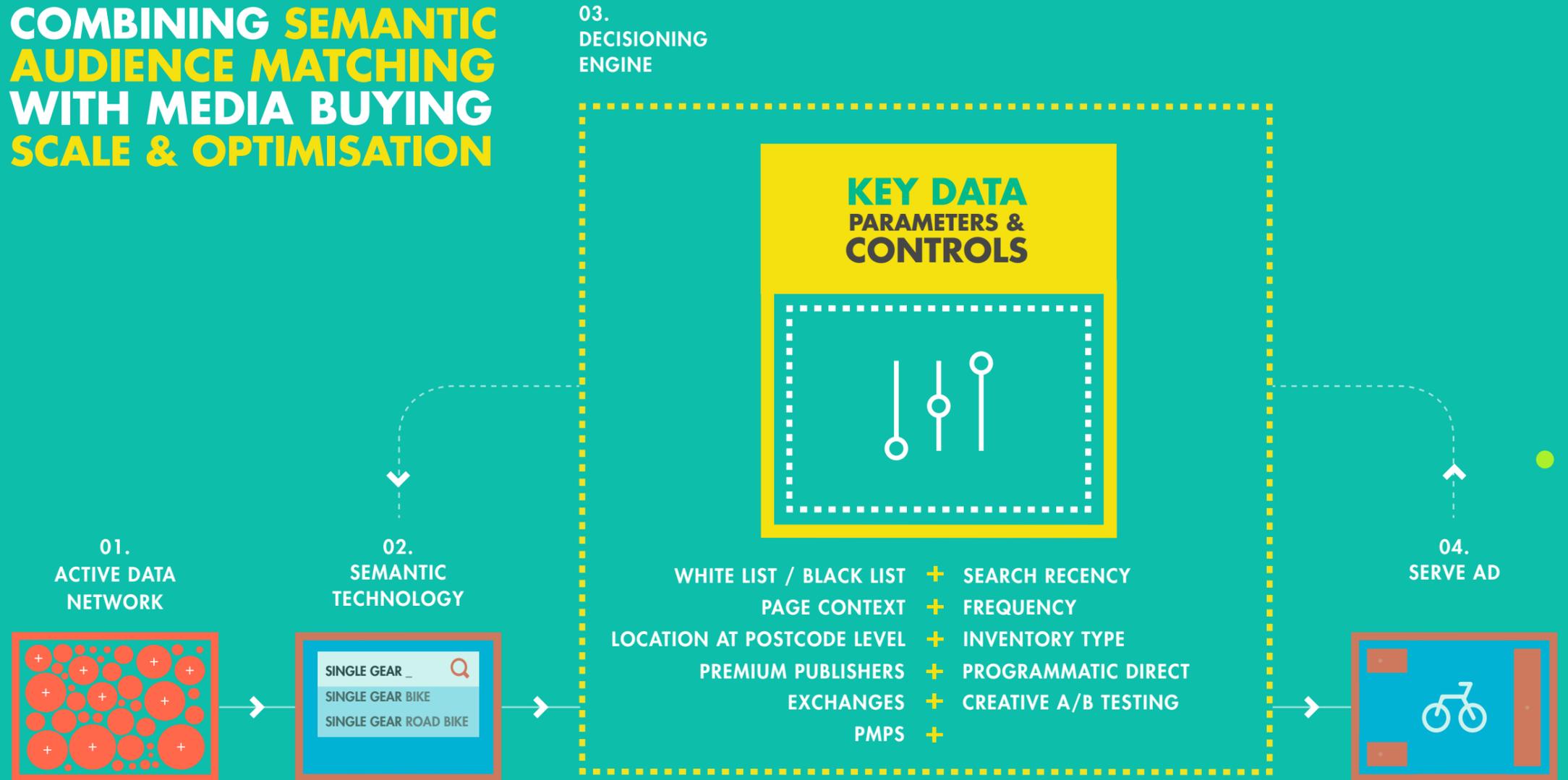
SYNONYM MATCHING

COMBINING SEMANTIC AUDIENCE MATCHING WITH MEDIA BUYING SCALE & OPTIMISATION

01 ACTIVE DATA NETWORK

02 SEMANTIC TECHNOLOGY

03 DECISIONING ENGINE



FAST MATCHING ALGORITHMS PROCESS **55 MILLION** CALCULATIONS PER SECOND

ACCESS TO **66 BILLION** IMPRESSIONS PER MONTH

FLOW_



FLOWER DELIVERY
FLOWERS FOR HOME



7 MIN
CONSIDERATION TIME



HOLID_



HOLIDAY FOR TWO
HOLIDAY BEACH



3 WEEKS
CONSIDERATION TIME



FERRA_



FERRARI

FERRARI RED

**NO INTENT
TO PURCHASE**



OPTIMISATION & SCALING



CAR

NON-INTUITIVE KEYWORD CONNECTIONS

USING THE DIVERSITY OF OUR SOURCE DATA AND OUR EXTENSIVE CAMPAIGN KNOWLEDGE, WE HAVE A UNIQUE ABILITY TO IDENTIFY NON INTUITIVE KEYWORDS AND ASSOCIATED KEYWORD CLUSTERS.



**FOUNDED
IN 2011**

**OFFICES IN
LONDON
HAMBURG
AND KIEV**

**WE ARE
THE LARGEST
SEARCH
RETARGETER
IN EUROPE**

**1000s OF THE WORLD'S
LARGEST
BRANDS
ACROSS ALL VERTICALS**

**PROCESSING
BILLIONS OF
SEARCH KEYWORDS
A MONTH**

**WE ARE
VC BACKED**



THANK YOU
ANY QUESTIONS?

captify®