

# Milestones & Memories

A trip down memory lane, in celebration of 10 years of Captify

Leading global media agency UM leans on search data for strategic planning (AdExchanger)

**Search-Powered Contextual** ☉  
Puts privacy 'top of plan' for a cookieless world

The Sunday Times International Track 200 🏆

Amelia Waddington, former LiveRamp exec and identity expert takes reins as new VP of Product (ExchangeWire)

**CANADA** 📍

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Former Comcast exec, Brendan Condon, joins Captify to drive its mission to bring search data into programmatic CTV (Adweek)

**SENSE** ☉  
The Search Intelligence Platform for the open web 'Google Trends on steroids'—MediaPost

Business Insider's 'Hottest Ad Tech Companies' 🏆

The Sunday Times Tech Track 100 🏆

Campaign 'Best Places to Work' 🏆

Nintendo Halo Effect, search share rises with the release of next-gen, PlayStation and Xbox (MediaPost)

**PSI PROGRAMMATIC SEARCH INTELLIGENCE** ☉  
Fusing multi-channel media with Search Intelligence Named a Programmatic Power Player by AdExchanger

EY Entrepreneur of the Year London & South East 🏆

'FMCG/CPG' winner at The Drum Digital Advertising Awards with Jack Daniel's 🏆

**AUSTRALIA** 📍

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Captify's search-powered insights fuel CNBC's Black Friday live reporting (CNBC)

**S:CTV Search-Powered CTV** ☉  
Captify pioneers industry's only Search-Powered CTV offering

Search reveals how disruptor brands are shaking up the haircare industry (DMNews)

Growing Business Awards 'Mid-sized Growing Business of the Year' + 'Santander Technology Business of the Year' 🏆

Search uncovers competitor ripple effect from Amazon Prime Day (Business Insider)

**Creative Studio** ☉  
The industry's first Search-Powered Creative Studio 'Most Effective Use of Data for Creativity'—Captify x Bose at The Drum Digital Advertising Awards

**SICHT** ☉  
Captify launches consultative insights studio helping brands to make better decisions from data

**MILAN | ATLANTA | SAN FRAN | LA** 📍

Captify's CEO discusses why Google's search dominance is fracturing and how marketers can seize the opportunity (Forbes)

**Captify names TV media titan, Tom Rogers as Chairman** ☉

'Scale-up Entrepreneurs of The Year' at The Natwest Great British Entrepreneur Awards 🏆

Levi's & Ralph Lauren among top searched B-T-S brands (WWD)

**Captify launches Perception vs Reality stage live at Advertising Week NY** ☉

**CHICAGO | BOSTON** 📍

How business gets done at the #1 Party at Cannes Lions (Adweek)

**2018**

**CNBC live reporting** ☉  
Captify's insights fuel live reporting with CNBC for Black Friday & Cyber Monday

Forbes '5 Fastest-Growing British Businesses To Watch' 🏆

10 questions with Dominic Joseph, CEO at Captify (The Drum)

**Captify launches Media Rocks event and raises £30,000 for charity** ☉

Searches spike around Nokia's nostalgic phone launch (The Telegraph)

**MADRID** 📍

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**Video: Industry first** ☉  
Emirates partners with Captify for Search-Powered Dynamic Video campaign

Captify's CVO, Adam Ludwin on starting success young (City A.M.)

Business Insider's '37 Hottest Pre-IPO Ad Tech Start-ups' 🏆

**NEW YORK | MANCHESTER** 📍

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**Captify @ Cannes** ☉  
Captify launches inaugural industry gathering at the world's biggest festival of advertising and creativity

**SMEDVIG CAPITAL** ☉  
Series B investment from Smedvig Capital

Search Intelligence leader receives Series B investment to accelerate international expansion and product innovation (UK Tech News)

**PARIS** 📍

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**2015**

**Launches Insights offering** ☉  
Captify goes beyond media offering to deliver unique real-time insights to fuel strategy

**HAMBURG** 📍

Captify: Is search retargeting the future of advertising as we know it? (Marketing Tech News)

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Tech duo secure investment for overseas expansion (The Sunday Times)

**panoramic** ☉  
Series A investment from Panoramic Growth Equity

'Young Entrepreneurs of The Year' at The Natwest Great British Entrepreneur Awards 🏆

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**2013**

**Launches Semantics team** ☉  
Captify opens tech hub centre of excellence to drive innovation across its product

**KYIV** 📍

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**2012**

**Search Intelligence** ☉  
Captify embarks on changing the future of search with groundbreaking search-based offering

**LONDON** 📍

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**2011**



“ Embarking on a change of careers at 60 is daunting to say the least. Captify has given me a chance to learn a completely new skill set and launch a career in advertising after 40 amazing years in the music industry and I'm totally loving it.

*Colin Wallace*  
on joining Captify as an 'Uptern'



Our global D&I Day of Reflection was a poignant moment of learning from raw and honest conversations. I'm truly proud of the work that our D&I taskforce has done, and continues to do—ensuring that Captify is truly inclusive for all.

*Sophie Theadom*  
on D&I



“ It feels great to bring the power of search intent, largely a data blindspot for publishers, to them by putting unique innovation into their hands. Launching Sense for Publishers was such a proud moment for our team and a game-changing one for our publishers around the world.

*Matthew Papa*  
on publisher innovation



“ I was SOO ecstatic to see our French client win Captify's Media Rocks battle of the bands in London...sorry UK :)

*Vincent Pelillo*  
on Captify France & Media Rocks



“ Flying the Captify flag on top of Mt Kilimanjaro with 15 of my fellow Captifyers was an unforgettable moment.

*Maddie Basso*  
on raising £30,000 for The MS Trust



“ It was a huge honour being selected as Chairperson for The Futures Board, working alongside Captify's Founders and Investors on steering business change.

*Aisha Malik*  
on joining Captify's Futures Board



“ Working in a fast-paced environment, it's always great to spend a couple of days switching off, especially in the middle of the Joshua Tree desert with the company's Founders.

*Yuriy Filatov*  
on Captify's digital detox trips



“ Seeing my branding and design come to life at Captify at Cannes was a pretty special moment, not one that many designers get to experience in person.

*Tara Gittus*  
on working on Captify's flagship event



“ Celebrating being named as the no.1 start-up in the UK felt like we were 'really hot' and building something special—the start of massive things to come.

*Alex Blundell-Jones*  
on the growth journey



“ As the first CS hire in London and the first CS manager on the ground when we opened in NYC, I have seen the evolution of the company firsthand, and we've come so far!! Can't wait to see what's in store next.

*Amy Wood*  
on kicking off the CS team



“ Between Christmas parties, conferences, 'Founders Trips' and Captify's 'work from anywhere' scheme I have been fortunate to travel the world from San Francisco, New York, Rome and Marrakesh.

*Lucy Shutt-Vine*  
on 10 years at Captify



“ Having both worked in the industry and being exposed to tech and data offerings on the market, we saw an opportunity to challenge massive US juggernauts at their own game—which led to the birth of Captify.

*Dominic Joseph & Adam Ludwin*  
on founding Captify

