



REAL-WORLD ABM

Frankfurt. Europe's financial powerhouse.

Real-World ABM in the heart of Europe. The Frankfurt playbook for reaching enterprise decision-makers inside the buildings where decisions are made.



REAL-WORLD ABM IN THE HEART OF EUROPE

Europe's financial powerhouse.

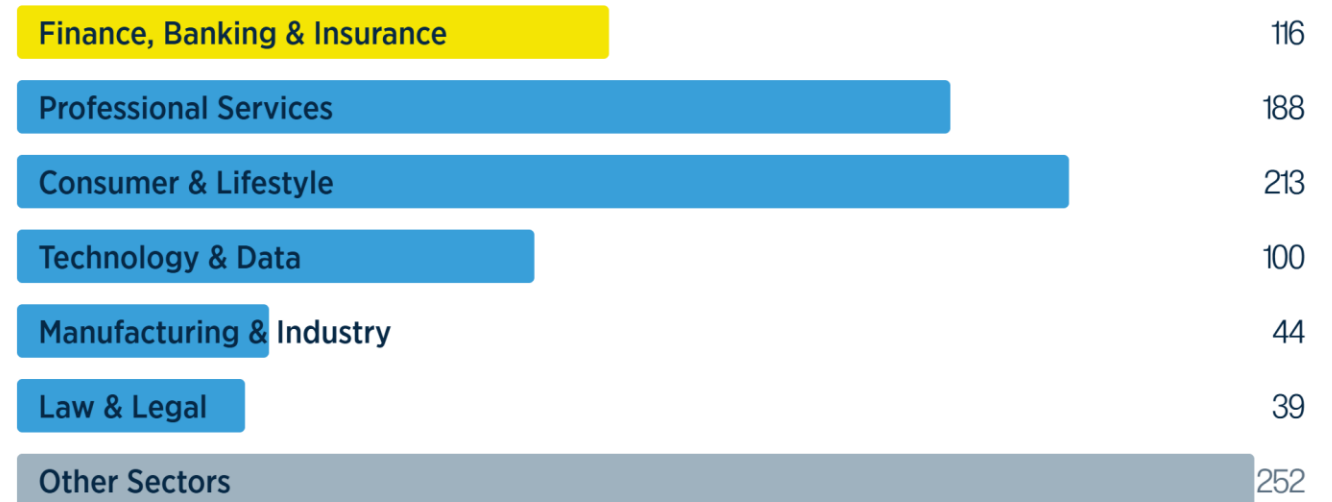
Frankfurt is Germany's financial capital and one of Europe's most important business hubs, home to the European Central Bank, major stock exchanges and thousands of global enterprises. For B2B advertisers, [strict advertising regulations](#) make Office Media the way in.

It places your brand [inside the buildings where decisions are made.](#)

952 Total
Companies
in Frankfurt

ECN reaches more companies in Frankfurt
than anywhere else in Germany.

SECTOR STRENGTH IN FRANKFURT



WHAT THIS MEANS FOR ADVERTISERS

Target multiple account groups within a single city efficiently.

Build campaigns that are more relevant, more personal and more impactful.

Increase familiarity and consideration among key decision-makers.

Drive better outcomes from every media euro spent.

The **real-world** ABM opportunity.

Most media plans reach everyone. Real-World ABM reaches the right accounts. While broad-reach environments have their place, they may not provide the level of account-specific relevance that ABM requires.

THE POWER OF OFFICE MEDIA

Building-level precision

Reach target accounts and buying groups in the exact buildings where they work.

Buying-group concentration

Engage multiple stakeholders across departments in the same physical environment.

Repeated, high-quality exposure

Create familiarity and influence through repeated presence during the working day.

Office Media puts your brand closest to the decisions that drive enterprise growth.



Why Frankfurt?

Germany's financial capital packs enterprise value into one compact, connected hub.

Europe's financial capital

Home to the ECB, major banks, asset managers and global financial institutions.

Unmatched buying power

High concentration of senior finance, risk, compliance and technology decision-makers.

Compact & connected

A dense business district means your message reaches more of the right people, more often.

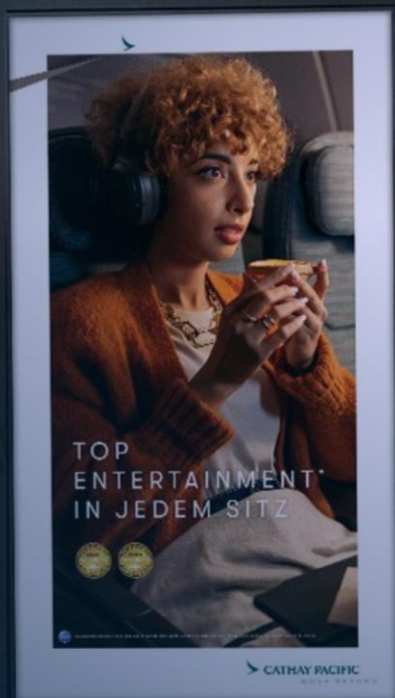
Ideal for B2B advertisers

Perfect for campaigns targeting finance, fintech, professional services and enterprise technology sectors.

REAL-WORLD ABM

Real-world presence and frequency, where they discuss and decide.

A live ECN screen inside the buildings where Frankfurt's decision-makers spend their day, every working day.





How to **win** in Frankfurt

One Data Layer · Every Channel

PRECISION · REACH

706

businesses connected to ECN across Frankfurt

80+

ECN screens across Frankfurt

Every screen sits where decision-makers already are, inside the building, not in front of everyone passing by.



PHYSICAL · ANCHOR



ECN DOOH Office Media

The only channel that reaches your accounts inside the building.



DATA · FOUNDATION

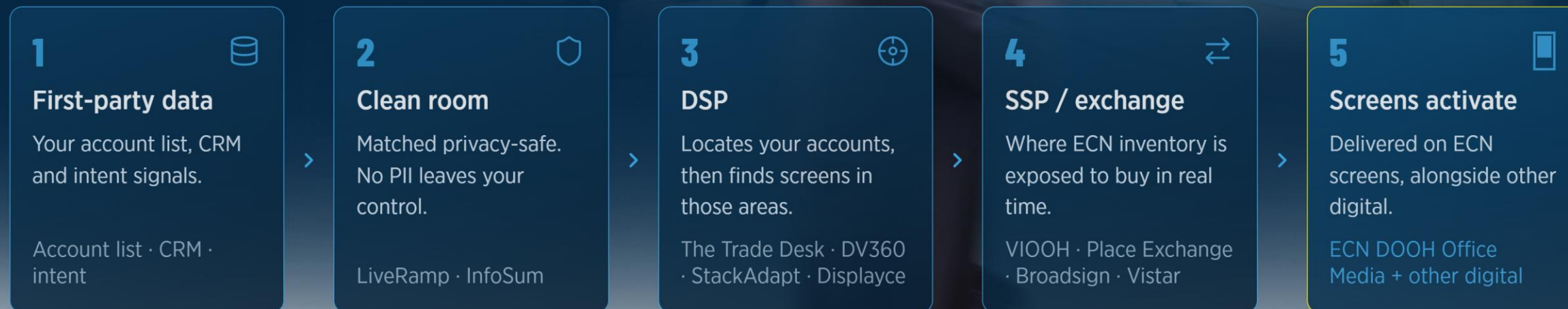


One account list

Deterministic account and building-level data. Every layer above activates the same list.

How to **buy** in Frankfurt

The Programmatic ABM Workflow



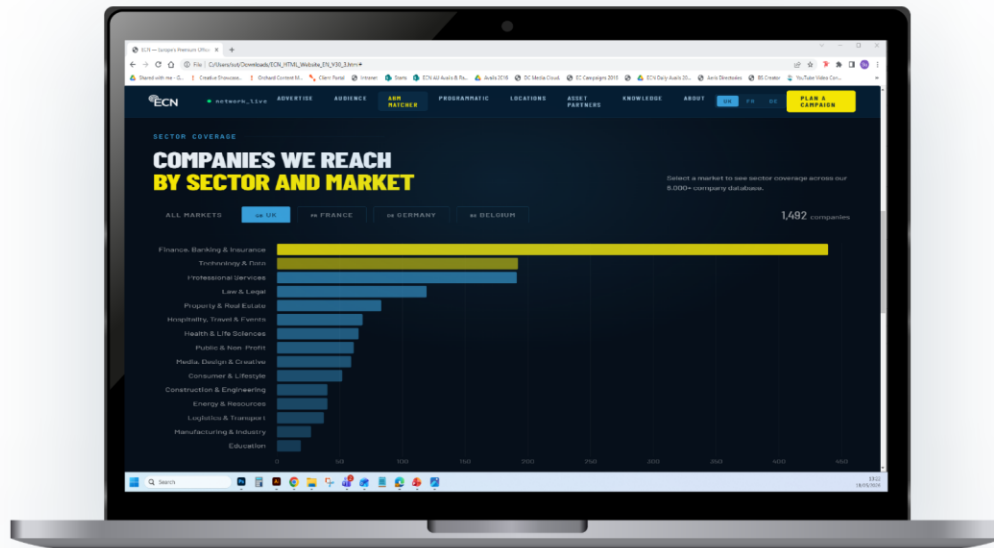
HOW ECN INTEGRATES

ECN DOOH is bookable through every major DOOH DSP and SSP, and planned alongside your display, video and CTV in a single programmatic workflow.



Let's **build** your Frankfurt plan

Use the ECN ABM tools to find your accounts and build the perfect building pack. **Not a brochure - a live demo that opens deals.**



ABM Matcher

Match your account list to our Frankfurt network.

Pack Builder

Build a pack of buildings by tenant vertical (finance, technology, property) and company size (SME to enterprise).

Campaign Support

End-to-end support from strategy to execution.

WHY OFFICE MEDIA WINS IN FRANKFURT

Audience

Your target accounts

Relevance

In-market, in-context

Environment

Premium and trusted

Frequency

Repeated through the day

Impact

Familiarity and trust

Accountability

Account & building level



WHERE ATTENTION WORKS

Win the building,
win the account.

ExecutiveChannelNetwork.com

