



REAL-WORLD ABM

Paris. Home to Europe's largest business precinct.

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



Compagne Marketing finançant une
contribution au climat
ClimatePartner.com/16644-2110-1001



REAL-WORLD ABM IN THE HEART OF EUROPE

Europe's enterprise headquarters

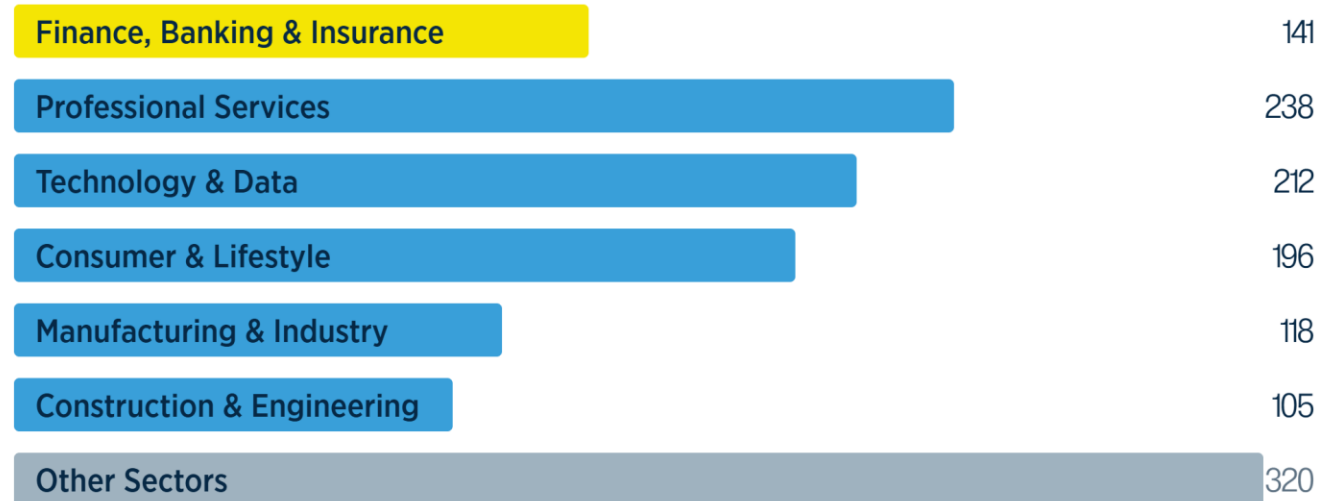
Paris is home to the headquarters of Europe's leading enterprises across finance, luxury, consulting, technology and media.

For B2B advertisers, [strict advertising regulations](#) make Office Media the way in. It places your brand [inside the buildings where decisions are made](#).

1,330 Total
Companies
in Paris

ECN reaches more companies in Paris
than in the rest of France combined.

SECTOR STRENGTH IN PARIS



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 Paris?

Nowhere else in Europe concentrates so many head offices in one place.

Europe's enterprise headquarters

Home to the headquarters of CAC 40 companies, global luxury leaders, leading consultancies, and major tech and media groups.

Diverse industry powerhouse

A unique mix of finance, professional services, technology, luxury, consumer and media under one roof.

Global connectivity

Exceptional international connectivity and a talent pool that attracts global businesses and decision-makers.

Ideal for B2B advertisers

Perfect for campaigns targeting enterprise, professional services, technology and high-value B2B sectors.



REAL-WORLD ABM

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

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





How to **win** in Paris

One Data Layer · Every Channel

PRECISION · REACH

1,643

businesses connected to ECN across Paris

270+

ECN screens across Paris

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 Paris

The Programmatic ABM Workflow

1



First-party data

Your account list, CRM and intent signals.

Account list · CRM · intent

2



Clean room

Matched privacy-safe.
No PII leaves your control.

LiveRamp · InfoSum

3



DSP

Locates your accounts, then finds screens in those areas.

The Trade Desk · DV360 · StackAdapt · Displayce

4



SSP / exchange

Where ECN inventory is exposed to buy in real time.

VIOOH · Place Exchange · Broadsign · Vistar

5



Screens activate

Delivered on ECN screens, alongside other digital.

ECN DOOH Office
Media + other digital

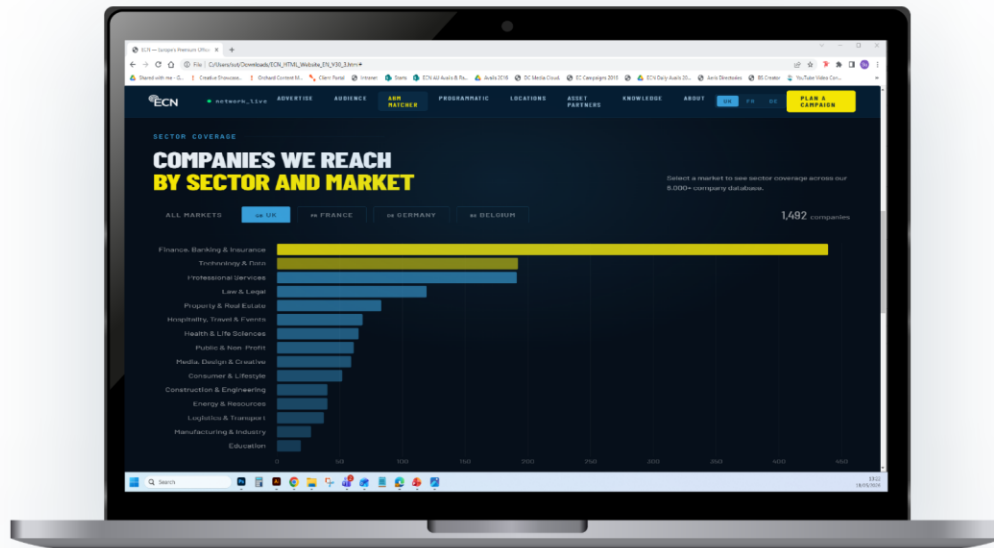
HOW ECN INTEGRATES

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 Paris 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 Paris 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 PARIS

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

