Captify — 2026 Full Year Proposal

Managed Service & Programmatic (PMP) Rate Card | Prepared for MI Media | February 2026

Minimum Spend by Buy Type

Buy Type	Minimum Spend
Managed	£10,000
PMP	£5,000

Account Management

We offer two tiers based on minimum spend requirements:
1) Threshold minimum spends include account management and reporting as standard practice.
2) A minimum spend of £15,000 per campaign unlocks Named Account Management, including some Additional Services outlined below (excluding Measurement Studies — see note).

Managed Service — Spend Tiers & Rebate

Tier	Spend Level (£)	Increment (£)	Managed Service %	Rebate (£)	Notes
1	£0 – £50,000	£50,000	5%	£2,500	
2	£50,000 – £100,000	£50,000	7%	£3,500	
3	£100,000 – £250,000	£150,000	9%	£13,500	
4	£250,000 – £500,000	£250,000	10%	£25,000	
5	£500,000 – £1,000,000	£500,000	12%	£60,000	
6	£1,000,000+	—	14%	n/a	Spend above £1m

Managed Service rebate is available from the first £ spent, to encourage test campaigns and ensure access for lower-budget campaigns and clients. £10,000 is the minimum spend for a Managed campaign.

Influencer (Verve): influencer campaigns require a minimum spend of £25,000 gross per campaign, advised at £40,000 to include sufficient media.

Programmatic (PMP) — Spend Tiers & Rebate

Tier	Spend Level (£)	Increment (£)	PMP Service %	Rebate (£)	Notes

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1	£0 – £25,000	£25,000	3%	£750	
2	£25,000 – £50,000	£25,000	5%	£1,250	
3	£50,000 – £150,000	£100,000	7%	£7,000	

PMP rebate is available from the 1st £ spent, to encourage test campaigns and ensure access to lower budgets. £5,000 is the minimum spend requirement for PMP.

*Additional Services (Named Account Management, £15k+ Managed spend)

Service	Description	Minimum Spend
Creative Solutions	Multiple iterations for optimisation and creative refresh needs, across all digital channels.	£15,000
Bespoke Reporting	Tailored reporting and post-campaign insights, delivered by our Account Management and Insights teams.	£15,000
Measurement Studies	Measurement studies to suit your needs — demonstrating how working with Captify drives more engagement and better results.	Estimated £50,000 / 1 month

All figures are net of media/platform costs and exclusive of VAT. Rates confirmed as part of the Captify x AMI 2026 commercial agreement. Please get in touch with your Captify account team with any questions.