



Ekimetrics to occupy 24,367 s/f at Silverstein Prop.'s 120 Broadway

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Photo credit: Mike Van Tassell and Paul Rivera

Manhattan, NY According to Silverstein Properties, Ekimetrics signed a 10-year, 24,367 s/f lease at 120 Broadway, the "Equitable Building". Ekimetrics will relocate its only location in the U.S. from 155 W 23rd St. to occupy part of the 29th floor.

Harlan Strader of Silverstein Properties and Erik Harris of Newmark represented the landlord in the deal. Eric Ferriello of Colliers represented the tenant.

For over 17 years, Ekimetrics has pioneered the use of AI and advanced data science applied to unified marketing measurement, holistic business optimization and sustainability goals for major brands.

The firm has over 400 data experts and industry specialists internationally, with offices in Paris, London and Hong Kong.

“We are thrilled to have a global innovator like Ekimetrics join the roster of leading companies at 120 Broadway,” said Harlan Strader III, vice president of leasing at Silverstein Properties. “The building’s top-tier amenity spaces and convenient location in the heart of Lower Manhattan continue to appeal to tenants looking to attract new talent and foster in-person collaboration as they grow and innovate.”

Silverstein Properties recently completed a series of major capital improvements to revitalize 120 Broadway from the ground floor to the rooftop, restoring it back to its original beauty while creating a top-tier, highly amenitized experience for tenants. A premier amenity available to employees in the building is The Bankers Club, a tenant-exclusive penthouse with terraces overlooking Downtown Manhattan, as well as a lounge, café and food hall. The 10th floor of the building has been redeveloped into a full floor amenity center, featuring a lounge, yoga room and conference facilities for tenants, as well as a collection of unique bespoke spaces including a 1980s arcade, a speakeasy designed by street artist Lady Aiko, and a 1940s-inspired detective office.

“As our New York team continues to grow, 120 Broadway is the perfect space for our employees to innovate, collaborate and bring new ideas to the table, while taking advantage of the unique amenity package and spaces that the building provides,” said Mirek Zlotkowski, GM at Ekimetrics. “The landmark building’s location in Lower Manhattan is ideal for many of our employees who live across the New York Metropolitan area, and we can’t wait to welcome all team members and clients to demonstrate our rapid growth in the service and technology sector in the U.S.”

With soaring vaulted ceilings, gold leaf accents, marble floors, and hand-carved architectural detail, 120 Broadway has been an icon of classic style for over a century. The building spans a full city block and is located steps from two major transit hubs, The Oculus and Fulton Center.

In 2023, Silverstein Properties signed several new leases and expansions at 120 Broadway with leading companies including Golden Goose, Old Mission Capital, and Tower Research Capital. Ekimetrics will join these companies along with an impressive roster of existing tenants including New York City Housing Development Corp. (NYCHDC), BarkBox, The Domain Companies, Rothesay Asset Management, Macmillan Publishers, Beyer Blinder Belle, Downtown Alliance, Thornton Tomasetti, and The Brennan Center for Justice.