

An Evolving Marketplace

Higher demand for cost efficiency and personalization is leading B2B Marketers to refine their digital approach. Here are some of the ways the digital B2B landscape is evolving:



Data Insights • 60% of B2B Marketers are investing in data to achieve their go-to-market goals², including a greater usage of 1st-party CRM data.¹



Mobile • Marketers growing interest in reaching professionals on the go has led to a 122% increase in B2B mobile ad spend since 2015.¹



Online Video • The storytelling capabilities of online video has made it the fastest growing channel in B2B, with ad spend rising by +204% since 2015.²

+72%

Increased spend on deeper metrics to track B2B performance¹

¹Source: eMarketer, 2018

²Source: Harvard Business Review, 2017

Smarter B2B Delivery

Intelligent ad placement is crucial for B2B marketers, as the time frames and environment of delivery is just as important as the creative itself.

Varick establishes credibility and effective performance by targeting key decision makers while business goals are at top of mind.



Varick's Audience Focused Performance



Personalized Delivery • Impact your audiences at a deeper level using Varick's nuanced messaging with dynamic creative fit to their specified goals.



In-Depth Measurement • Uncover how your conversions are being driven and reveal in-depth metrics on specific audiences with Varick's data tools.



Data Driven Lead Gen • Incorporate your 1st party CRM data to build your team's pipeline with qualified prospects and drive cost effective delivery.

Full Funnel Activation

Engage professionals through a full digital offering, including



In-App Messaging



Online Radio/Streaming



Social Media Outlets



Digital Out of Home

See how Varick is driving engagement with professionals on the next page

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VARICK | Driving Conversions for B2B Tech Provider

Campaign Overview

A B2B technology provider activated with Varick to drive trial requests and software downloads, as well as generate awareness for their solutions.

- **Target Audience:** IT Decision Makers at Mid-Large International Businesses

Varick's Strategy

Activated across various channels to discover and reach qualified professional audiences using various targeting layers to ensure effective delivery and performance based optimization.



Utilized a number of tactics to deliver to these audiences, including:



Data Driven Audience Buying utilized to hone delivery to qualified professionals through top performing inventory, sites & dayframes.



Custom Audience Modeling used to uncover insights on targeted audiences align delivery with look-a-like audiences similar to those who had previously converted.



Social Media coverage activated across LinkedIn Sponsored In-Feed & Facebook Newsfeed reach and drive earned media engagement with relevant audiences.

Results and Insights

3.7x

total CPA below the client's campaign goal

+53%

of campaign conversions driven by data driven audience buying

+4.2x

higher CTR through LinkedIn vs Facebook delivery

Reach Out [Here](#) To Take Your B2B Efforts To The Next Level

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