

VARICK

Driving Growth through Digital Advertising

Varick's proven approach combines historical performance data with detailed pre-campaign analysis to find the most profitable route for your business. Granting you fortune 500 performance without fortune 500 R&D costs. Here's how it works:



Discovery

Establish clear goals and KPIs. Leverage historical data and insights



Strategy

Insight-driven campaign roadmap to ROI. The who, what, when and where.



Execution

Tactical ad setup, tagging, bidding, creative trafficking and platform management



Optimization

Real-time performance insights to inform audience, channel, and messaging



Measurement

Comprehensive, goal-focused reporting and quality assurance.



Results

Measure your ROI, discover profitable opportunities, and more.

Varick's Growth Driving Performance

+400%

Return on Ad Spend Generated using 1st-Party Data Integration

+1MM

Mobile App Downloads Driven Within 4 Months for DTC Brand

+\$400K

Incremental Online Sales Driven by Audience Retargeting Tactics

+10x

Increase in Client's Daily Reach through Advanced TV

+2.5MM

Increase in Brand Engagement from Newly Discovered Audience

+203%

Increase in Campaign Scale through Custom Audience Modeling

Expertise Leveraging High Growth Channels and Platforms

amazon advertising

Google Marketing Platform



hulu

AppNexus

Roku TV

Leading Client Satisfaction

“We went to Varick with a specific goal of finding potential customers and driving them to book hotel stays on our website...While the **amazing results** certainly impressed us, their ability to help **define our target audience** was the most valuable part of our partnership.

With Varick's findings we were able to **adjust our strategy** and creative accordingly.”

- Shawn Grant, Director of Digital Marketing for Augustine Agency

Reach Out [Here](#) To See What Varick Can Do For You

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