

VARICK

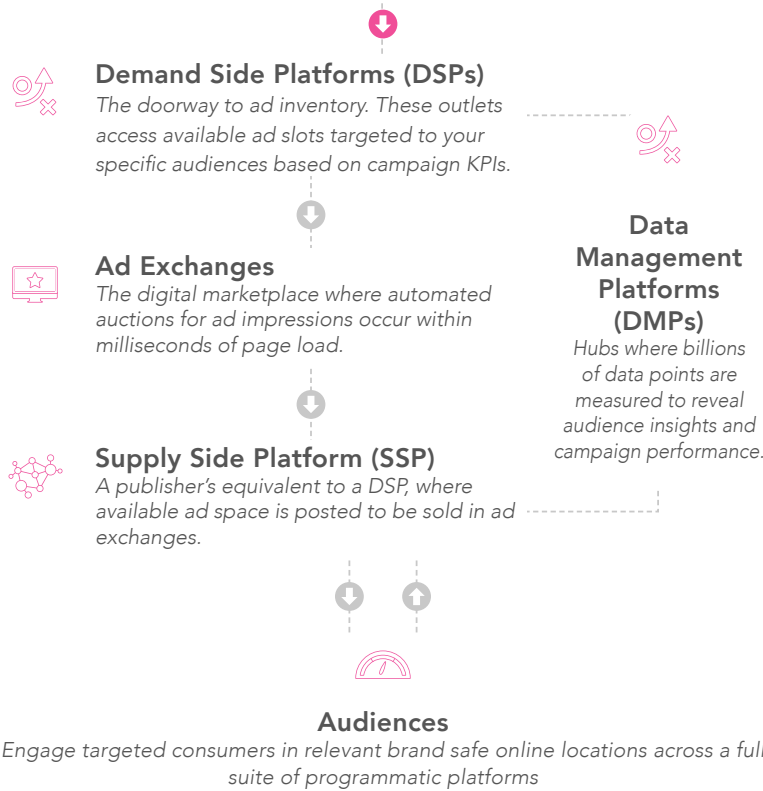
Putting the Power of Programmatic in Your Hands

Programmatic, the consumer-data powered approach to digital advertising, combines man & machine. Software automates the buying, placement, and optimization of ads in real time. This process is overseen by expert teams to ensure your ads are running in highly efficient, scalable, and quality environments.

Here's how it works:

VARICK

Leading consultation and platform expertise designed to maximize & scale your digital investments.



Programmatic Growth in the Marketplace

+44%

of Marketers use programmatic to drive greater ROI

+84%

of digital display ad spend will go to programmatic in 2019

+70%

of US Marketers use programmatic in their media campaigns

¹Source: Exchange Wire, 2018
²Source: eMarketer, 2018
³Source: IAB, 2018

Programmatic is Everywhere



Social



Video



Advanced TV



Native



Search



Digital Out of Home



Desktop & Mobile



Digital Audio

Leading Benefits of Programmatic

- Real time optimizations
- Precise audience targeting
- 1st and 3rd party data activation
- Increased campaign control
- Wide inventory availability
- Reduced waste from budgets
- Cross-screen activation
- Brand safety and quality assurance

Reach Out To See What Varick Can Do For You

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