

+71%

Internet Users active on Social at least once per month¹

+40%

increase in daily time spent on social media since 2012²

+32%

social users who make monthly purchases starting on social¹

¹Source: ViSenze, 2017

²Source: GlobalWebIndex, 2017

Align with Your Audience on Social

Many social efforts are still run generically, rather than building campaigns around how audiences use each platform. Here's how we recommend boiling down campaigns:



Friends & Family

Enhance the engagement between familiar users through enticing content & discussion.

News & Entertainment

Drive top-level awareness with audiences eager for the newest information & entertainment.

Ideas & Aspirations

Spur imaginations & creativity through mid-funnel delivery on these visual platforms.

Networking

Propel relationships through insights & thought leadership on relevant topics/industries.

Driving Growth Through Social Advertising

Varick is integrated with all major platforms to give your brands the flexibility to build a well rounded social strategy.

Through deep audience learnings & stellar campaign performance, we'll help you build relationships with your audience while driving real business results.



The Varick Difference



Full-Funnel / Cross Channel Integration • Access all social platforms programmatically in one place to maintain consistent communication & build strong relationships with your targeted audiences.



Data / Audience Insights • Gather insights on profitable new audiences & develop a footprint to reach them on the right platforms with the most effective creative to drive them down the funnel.



Clear Focus on Your Campaign KPIs • Lean on Varick's social experience to navigate the landscape & ensure you're maximizing campaign profitability through effective delivery on the right platforms.



Brand Safety at Top of Mind • Varick ensures you're reaching qualified consumers in brand safe environments through fraud-free delivery with our custom built Quality Code solution.

See How Varick is Driving Leading Social Results on the Next Page

Driving Performance & Brand Growth: Varick in Action

The impact of Varick's data reaches far beyond clicks and conversions. We empower our clients to drive all aspects of their marketing strategy.



Case Study: Facebook Insights

An Instrument Retailer partnered with Varick to grow their site-direct online sales & develop greater insights on their audience. Here's what we learned:

New Audiences Drive Sales

Extended campaign reach to new audiences interested in specific instruments, as well as competitive brands, **leading to a 57% increase in sales** on the client's direct site.

Developing Brand Loyalty

These newly discovered & engaged audiences developed longterm brand loyalty, with a **30% greater lifetime value** than audiences buying through the client's affiliate sites.

Case Study: Instagram Insights

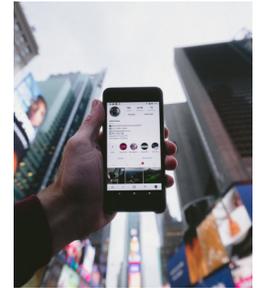
A CPG lighter manufacturer aimed to increase awareness & engagement for their lighter brand through activations on social platforms. Here's what we learned:

Insights Lead to Greater Results

New targeted audiences developed by Varick's insights to extend campaign reach were **2.4x more likely to engage** than other audiences.

Geographic Leaps & Bounds

Geo-Targeting delivery to delivery in specified states produced a **+10.6% higher ad-recall** than audiences in other states.



Case Study: Snapchat Insights

An education services provider partnered with Varick to drive interest in their scholarship fund with High School & College Students in specific DMAs across the state. Here's what we learned:

Snap Leads Campaign Performance

Our delivery on Snapchat produced the highest performance of all channels, **leading to a CTR over 31x above the client's campaign goal**.

Creative Testing Through Performance

Delivered several creatives, ranging in subject matter & length, to highlight the most effective traits for usage in future campaigns.

Case Study: LinkedIn Insights

A Technology company aimed to drive engagement & produce leads with Healthcare & Dental professionals in numerous targeted DMAs. Here's what we learned:

Leading Performance

Varick's delivery on LinkedIn produced a campaign high CTR: **over +36% above benchmark & +4.8x above the client's goal**.

Driving Leads with Granular Audiences

Campaign delivery on LinkedIn drove the highest lead conversions among the numerous campaign channels.



Case Study: Twitter Insights

An eCommerce client activated with Varick to re-engage idle 3rd party sellers through incentives. Here's what we learned:

1st Party Data through CRM

Utilized the client's 1st party CRM data for more accurate & cost effective delivery to targeted audience of idle sellers on the platform.

Optimizing on Creative Performance

Started delivery on Twitter with seven creatives, and optimized towards the top performing creatives to drive performance.

Get In Touch with the Varick Team to Amplify Your Social Strategy!

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