

New Year, New Look at Varick!

Hope you're ready to hit the ground running in 2019! At Varick, we're kicking off the new year with a brand new website designed to provide you exciting new resources, including:

- **Content library** for reference materials, videos, newsletters and more
- **New cases** highlighting the exciting ways our clients are pushing the programmatic boundaries to grow their business
- **Alveo** portal login and more!

Check it out [here](#) to see how you can drive growth in 2019!



Updates On Our Full Funnel Offering

As always, we're harnessing a consumer-data driven approach to power campaign efficiency, understanding and performance seamlessly, across digital channels. Here are some things we're excited for in 2019:



Advanced TV | Varick is tapping into Hulu's new PMP to boost the scale and inventory of your OTT campaigns with greater control, such as dayparting and data targeting.



Cross-Device | 5G's roll-out will streamline Varick's cross-platform delivery, and allow for retargeting seconds after initial user engagement.



Audio | Growing programmatic podcast inventory is allowing Varick to generate greater awareness for clients with engaged audiences.



Quality First | Varick is ensuring brand safety and data compliance in the face of growing concerns and regulations with our Quality Code solution.

Growth Driving Performance

We're committed to accelerating the growth of your business through our platform expertise. Here are some of the ways we accelerated brand growth in Q4 2018:



Optimizing On-Stream Video with Amazon Data for CPG

- **19%** CTR above industry benchmark, and **2x** above client goal.
- **88%** of conversions driven using Amazon Shopper Data.



Driving Conversions for Mobile Focused DTC

- **804K** mobile app installs driven in 3 months.
- **21%** increase in quarter over quarter conversions.



Propelling Social Engagement for Insurance

- **2x** LinkedIn Native CTR above platform benchmark.
- **21%** Facebook Newsfeed CTR above platform benchmark.

Learn more about how you can take your digital activation to the next level at www.varick.co