

# VARICK

## Programmatic with Peace of Mind

Consumer Data Protection and Compliance  
Ad Fraud Detection and Bot Flagging  
Creative Analysis and Optimization  
1st and 3rd Party Data Integration  
Transparent Reporting and Measurements  
Audience Insights and Discovery

## Quality Programmatic at Scale

Programmatic is no longer just about efficiency. Improvements in quality measurement are leading brands to move towards a growth driving, audience first approach. Varick provides a quality first approach to programmatic, empowering brand engagement with full-funnel coverage.

# +73%

Programmatic Confidence Rating with Marketing Executives<sup>1</sup>

*<sup>1</sup>Source: Nielsen CMO Report, 2018*

## Accountability Through Leading 3rd Party Measurement

**IAS** Integral  
Ad Science

**MOAT** **DV**  
DoubleVerify

**Peer39**  **comscore**  
[by Sizmek]

## Growth Accelerating 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

Rise in Client's Daily Reach through Advanced TV

### +2.5MM

Increase in Brand Engagement from Newly Discovered Audience

### +203%

Growth in Campaign Scale through Custom Audience Modeling

## Leading Client Satisfaction

"Varick delivers **high performance** campaigns that are focused on driving success for my clients. Their creative optimizations are **swift and effective**; reporting is **in-depth**, and insights are **actionable**. I trust Varick with my clients because their **customized approach** always **delivers results and achieves campaign KPIs**."

- Scott Konopasek, Comm. Strategy Officer for Generator Media

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

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