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Growth Verticals Launches Growth Digital Direct™: The Future of Measurable, Privacy-First Advertising

ATLANTA, GA | July 16, 2025 – Growth Verticals has officially launched Growth Digital Direct, a revolutionary digital advertising solution engineered for precision, scale, and accountability. Built on the G1 Platform and powered by a 200-million-identify digital identity graph, Growth Digital Direct gives marketers complete control over who sees their message – down to the household level – and ties that exposure directly to revenue outcomes.

“The world has changed,” said Jim Schleck, Growth Verticals, co-founder. “It’s no longer enough to rely on broad programmatic strategies and vague performance metrics. Growth Digital Direct allows organizations to engage specific households with the same precision and intent as direct mail – but with the intelligence, speed, and flexibility of digital. And every impression is tied to what matters: outcomes.”

Unlike traditional platforms like Google or Meta, Growth Digital Direct doesn’t rely on anonymous cookies or user-level tracking. Instead, it leverages more than 5 billion real-time interactions per minute across 50 million websites to identify and engage high-intent consumers actively seeking your products or services – at the household level.

Case Study: Platinum Dermatology Partners Results

In a recent 14-month campaign with Platinum Dermatology Partners, Growth Digital Direct delivered:

- **4.3 million** intelligently selected households
- **51,820** attributable patients
- **\$67 million** in downstream revenue
- **\$8.7-to-1 ROI** overall and **\$3.5-to-1 ROI** on new patients alone

“Our go-to-market strategy, built around the capabilities of the G1 Platform, delivered outstanding results,” said Darin Szilagyi, CMO, Platinum Dermatology Partners. “We cut acquisition costs by more than 70%, eliminated \$2 million in redundant software, and improved efficiency across every region – all while staying HIPAA- and privacy-compliant.”



End-to-End Integration With the G1 Platform

Growth Digital Direct is fully embedded within Growth Verticals' G1 Platform, enabling seamless interoperability across the entire growth lifecycle:

- **Growth Signals™** – Household-level intent and behavior detection
- **Growth Detection™** – Activation of high-propensity opportunities
- **Engage AI™** – Dynamic content optimization and audience matching
- **Growth Echo™** – Smart retargeting without dependency on pixels
- **Success Criteria** – Closed-loop ROI and attribution reporting

Real Growth. Real Outcomes.

Growth Digital Direct delivers what modern marketers demand: transparency, precision and profit. It enables full-funnel orchestration – from signal to sale – with built-in privacy safeguards and unmatched scalability across verticals.

About Growth Verticals

Growth Verticals powers the next generation of secure, data-driven engagement. The G1 Platform combines best-in-class identity resolution, behavioral intelligence, and real-time attribution to turn targeted impressions into business outcomes across healthcare, insurance, financial services and more.

Media Inquiries:

Mark Rothwell
Chief Marketing Officer
Growth Verticals
Email: mrothwell@growthverticals.com
Web: www.growthverticals.com



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growthverticals.com



grow@growthverticals.com