The Growth Difference
How Growth Verticals Turns Customer Truth Into Predictable, Profitable Growth

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Executive Overview

Most platforms want you to trust their magic box.
We do the opposite.

The Growth Difference is simple. Start with your data. Learn who your best customers really are. Detect when people move into the market. Activate only the households that match your best customer pattern. Then prove, in hard financial terms, which impressions drove which transactions.

That is the Growth Methodology and it sits at the core of the G1 Platform.

1. The Problem: Marketing Forgot What Matters

Marketing used to be about people who purchased, not people who clicked.

Today, brands are drowning in:

- Lookalike segments that never spend
- Auction media that gets pricier every quarter
- Dashboards full of CTR and CPC with no clean tie to revenue

Traditional SEM and keyword search are built to react when someone types something into a box. You are fighting over the same high intent traffic as every competitor. Costs rise. Signal quality drops. Attribution is shallow because the view is locked inside a single ecosystem.

If you cannot connect impressions to transactions at the household level, you are driving blind.

The Growth Difference is about reclaiming that line of sight.

2. Core Principle: Start With Your Data, Not Our Opinions

At Growth Verticals, everything starts with your first party data.

We ingest, clean, and unify your customer and prospect records so that every person and every household has a stable identity inside the G1 Platform. From there we ask the questions that actually matter:

- Who are your best customers by profit and lifetime value
- When do they shop or visit or renew
- What products and services they choose again and again
- Which customers you do not want more of

For a health system this might mean visits, service line mix, and payer type. For an insurer it might mean policy mix and retention. For a bank it might mean cross product adoption and net revenue per household.

The goal is simple. Understand your customer base at a level no one else can match. Once that foundation is in place, everything that follows becomes cheaper and more effective.
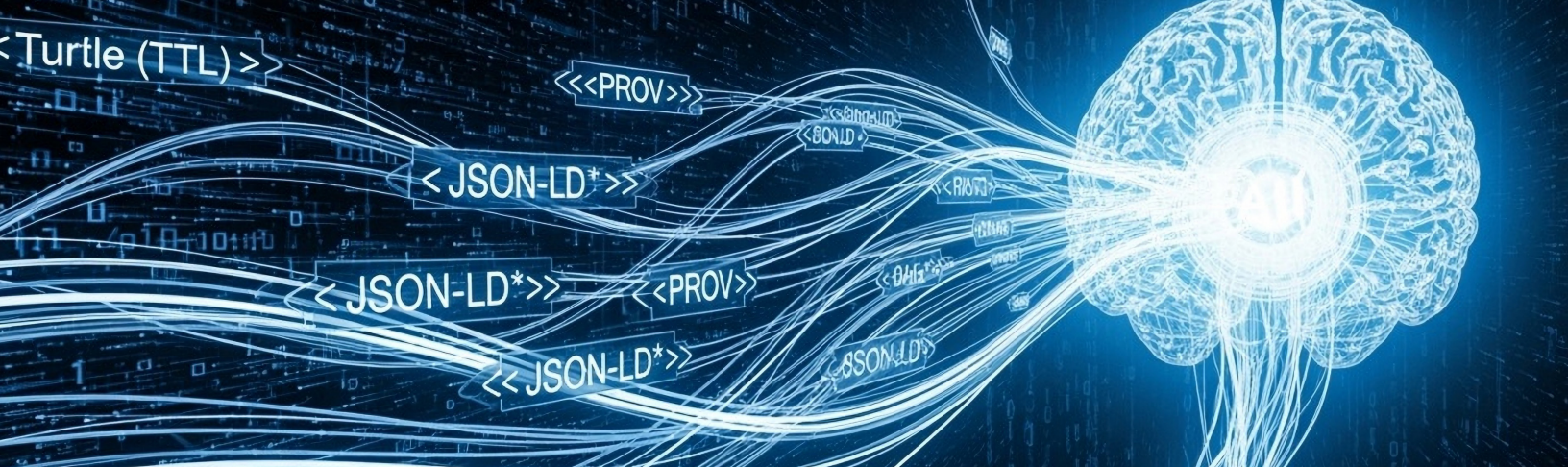
3. Growth Signals: Intent as a First Class Signal

After we understand your business and your best customers, we build your custom Growth Signal.

A Growth Signal is a behavioral and contextual pattern that answers a few key questions in real time:

- Who is in market for your category
- Where they are shopping
- When they are shopping and researching

Growth Signals are predictive and data driven. They use first party data, behavioral indicators, and proprietary signals to activate audiences based on real intent and behavior, not just keywords. Traditional SEM waits for a user initiated search. Growth Signals fire proactively when our models see patterns that match in market behavior.

This approach unlocks four key advantages:

- Predictive engagement instead of reactive bidding
- Higher conversion efficiency and better ROI per conversion
- Cross channel activation across display, CTV, email, SMS and direct mail
- Real time buyer targeting that continuously optimizes around results

That is the heart of the Growth Difference. You are no longer waiting for demand to show up. You see it forming and you get there first.

4. Six Minute Models and a Nationwide Sieve

No two sectors grow alike — but the core blockers are surprisingly universal: disjointed data, legacy systems, Once your Growth Signal is live, the G1 Platform can spin up predictive models in minutes and apply them across the entire country in less than half an hour.

The process looks like this:

1. Build a best customer model from your current customers
2. Build a best prospect model for people who look right but have not converted yet
3. Score the Growth Signal population through both models
4. Use those models like a sieve and pull out the gold

Instead of paying to reach everyone who might vaguely fit a demo, you allocate money to people who match both conditions:

- They are in market right now
- They look like your best customers by value and fit

Marketing waste drops sharply because you stop paying for random lists, generic lookalikes, and broad reach that never pays back.

5. Growth Digital: Household Level Activation and Attribution

Most digital platforms still operate on anonymous cookies or opaque device IDs. That makes targeting fuzzy and measurement fragile.

Growth Digital flips that script.

Because the G1 Platform starts with deterministic identity, we can deliver laser targeted digital and CTV impressions directly at the household level, not at a vague lookalike cluster.

Then we link:

- Ad delivery logs
- Identity and household records
- Downstream transactions or outcomes

The result is a clear narrative. Did a given household see a given ad prior to a given transaction. Did that sequence repeat. How did that pattern differ for your best customers compared with everyone else.

This is full line of sight from signal to sale.

Traditional platforms often stop at CTR, CPC, or short term conversion inside a single ad network. Growth Verticals measures conversion, lifetime value, and multi touch journeys across channels with real time attribution.

You finally know which impressions are worth paying for.

6. Multi Channel Growth Without the Frankenstack

Because G1 was built for growth, not just marketing, activation is omni-channel from day one.

From a single audience you can:

- Trigger digital and CTV through Growth Digital
- Send direct mail to high intent households
- Launch email and SMS through your existing platforms
- Engage customers through call centers or field agents

We apply different rules for customers and prospects, for retention and acquisition, for high value and low value segments. A health system might push preventive screening reminders and service line campaigns. An insurer might push cross sell opportunities and retention outreach. A bank might focus on deepening product relationships and reducing churn.

This is done without bolting together four or five point solutions. The data, models, signals, and activation all live inside the G1 Platform which combines identity resolution, behavioral intelligence, and real time attribution in a single secure environment.

7. Templates and Models That Actually Reflect Reality

In healthcare we have proven that carefully designed templates and predictive models can give teams a powerful head start. Growth Health built structured queries that blend demographics, diagnosis codes, payer type, and self reported conditions to identify high value audiences for cardiology, orthopedics, screenings, and many other service lines.

Each template can be customized. Data scientists apply advanced techniques like support vector machine learning and logistic regression to find patterns in the variables that correlate most strongly with conversion or service use. The model looks at people who already used a service, identifies what makes them different from those who did not, and then scores the broader population.

We have taken that same mindset and pushed it across industries:

- In health systems, models predict which households are most likely to schedule a screening, a surgery, or a follow up visit
- In insurance, models flag policyholders who are likely to lapse and prospects who are likely to bind profitable coverage
- In financial services, models surface households ready for a new product relationship or at risk of churn

The output is not a vague score. It is a ranked, household level audience you can activate today.

8. Measurement That a CFO Will Actually Trust

The Growth Difference is not complete without measurement that stands up in the boardroom.

For every campaign, G1 tracks:

- Impressions and reach at the household level
- Conversions linked to those impressions
- Revenue, charges, or policy value from those conversions
- Lifetime value and retention for those acquired customers

Because we start with your data, the numbers tie back into your existing financial reporting. You can answer questions like:

- How much incremental revenue did this audience generate
- How did the ROI compare across channels or offers
- Which vendors or tactics are driving profit, not just engagement

That is how marketing stops being an expense line and becomes an asset that can be forecast and scaled.

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growthverticals.com   grow@growthverticals.com

9. What Makes Growth Verticals Different

Put simply, the Growth Difference looks like this:

1. **Transparency, not mystique**
   We show you how signals and models are built. You can see the variables, rules, and logic that define your audiences.

2. **Your data first, always**
   We do not force you into generic segments. We use your customers to define success, then expand from there.

3. **Intent plus identity**
   Growth Signals show you who is in market. G1 identity resolution connects those signals to real households, safely and securely.

4. **Household precision and real attribution**
   Growth Digital delivers impressions directly to the right homes and then confirms which impressions drove which outcomes.

5. **Speed and scale**
   Models in minutes and national scoring in under an hour mean you can adjust in real time, not next quarter.

6. **People plus platform**
   You get the platform and you also get strategists and data experts who live in this space every day. Together they help you design selections, refine signals, and optimize campaigns over time.

10. The Growth Difference In One Sentence

We are here to help you understand your customers better than anyone else, detect when people like them enter the market, reach those households with precision, and prove that every dollar you spend is moving the needle on revenue and profit.

That is the Growth Difference.

Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Verticals can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.

- **Explore Bonus Content** on our Downloadable Intelligence section on our website to download additional strategic growth materials.

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