

# The Omnichannel Growth Playbook

Why Every Channel  
Orchestration is the  
Difference



**growthverticals**

INFINITE POSSIBILITIES



## Executive Summary

Marketers keep asking, “Should I focus on email or direct mail? CTV or audio? Digital or SMS?”

That is the wrong question.

Customers do not live in one channel. They move across screens and real life, often inside the same day. The winning strategy is all channels with intent, powered by an integrated data foundation that can:

- Recognize the household across touch points
- Personalize the next best action
- Suppress waste and over-contact
- Measure performance with real-world rigor

Growth Verticals was built for this. We have been building growth solutions for over 25 years, and we have learned what works and what breaks at scale. Historically, our performance has averaged \$5 returned for every \$1 spent across clients. On the current G1 Platform, we are seeing \$10 returned for every \$1 spent.

That kind of return is not a one-channel miracle. It is what happens when omnichannel becomes an operating system.

## 1. The Truth: Every Channel Matters Because People Buy in Sequences

A “journey” is not a funnel. It is a series of micro-moments.

A person might see a CTV spot on Tuesday, ignore two emails on Wednesday and convert after a direct mail reminder on Saturday. Another might click a digital ad, then reply to an SMS, then become loyal because your onboarding emails were actually helpful.

This is why single-channel thinking creates false confidence. You are only seeing one slice of a multi-touch reality.

### Every Channel Has a Role

Different channels win at different jobs:

#### Digital

Best for scale and speed, plus real-time learning.

#### Email

Best for lifecycle and education, plus repeatable ROI when hygiene is strong.

#### Direct Mail

Best for trust and recall, plus household impact that lasts.

#### CTV

Best for attention and consideration, plus premium reach at scale.

#### Audio

Best for repetition and presence, plus reaching people during “life moments.”

#### SMS

Best for immediacy and last-mile action, plus retention moments when permission exists.

The point is not “pick your favorite.” The point is design the sequence.





## 2. Not Everyone is Created Equal, and Not Everyone Wants the Same Channel

This is where most marketing stacks fall apart.

Teams talk personalization, but the execution is usually “same message, different format.” Real personalization is deeper:

- Some people respond to email, others ignore it
- Some households prefer physical mail, others convert off streaming exposure
- Some customers want frequent reminders, others want fewer touches and more relevance

The brand that wins makes the customer feel recognized. That only happens when the system understands preference and behavior at the household level, then orchestrates accordingly.

## 3. Omnichannel Without Orchestration is Just Noise

Running separate channel programs in separate tools creates predictable problems:

- Duplicated spend
- Conflicting messages
- Frequency overload
- Channel teams fighting for credit
- Reporting that never reconciles

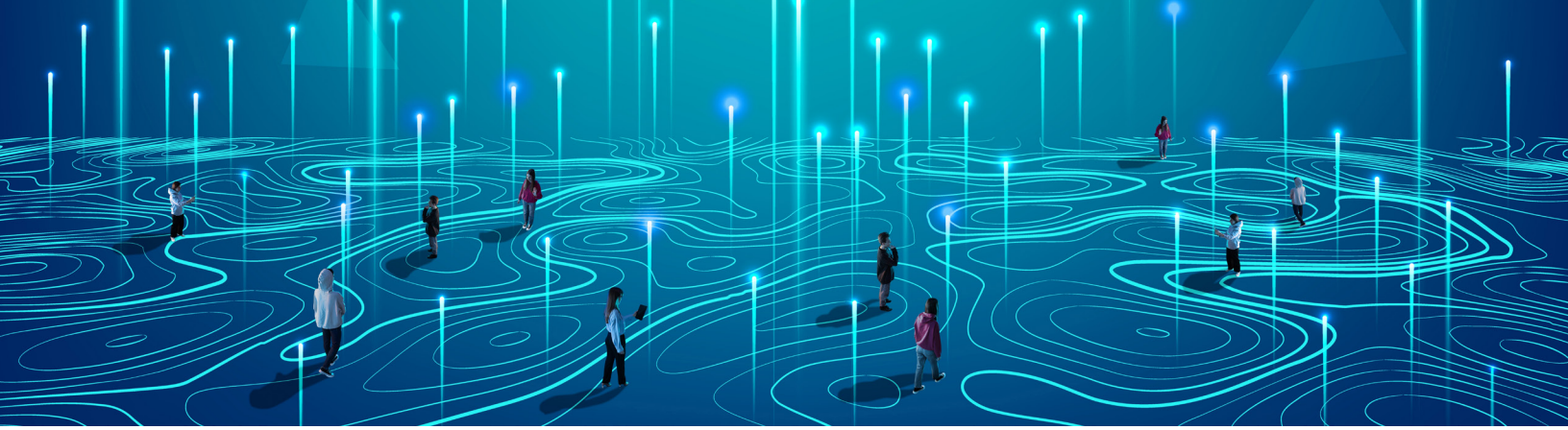
Orchestration fixes this by making one brain for the whole system.

### What Orchestration Actually Means

Orchestration is the decision engine that answers, for each household:

- Who gets contacted
- When they get contacted
- What they receive next
- Where they receive it

It is how you turn “we run multiple channels” into “we run one customer experience.”



## 4. The Hardest Part: ROI Across Channels is Messy On Purpose

If you cannot confidently answer “what is working,” teams default to the easiest-to-measure channel and call it strategy.

That is how you end up over-funding last-touch tactics while under-funding the touches that create demand and retention.

### What True Measurement Requires

To measure omnichannel performance honestly, you need:

#### **A single view of touch points at the household level**

So you can see exposure and action in one storyline.

#### **Success criteria tied to the business**

Clicks are not the business. Revenue and retention are.

## 5. The \$5 Bills for \$1 Question, and Why “What’s Working” Still Matters at \$10 Back On \$1

“How many \$5 bills would you buy for a dollar?” If the machine is real, you buy as many as you can.

But here is the grown-up version: even when performance is elite, you still have to protect it.

### It Matters, But Not for Vanity

When you are seeing \$5 back on \$1 historically and \$10 back on \$1 on G1, the purpose of measurement is not to crown a channel winner. The purpose is control.

#### **1. Scale without breaking performance**

As you increase spend, performance can drift. Knowing what is truly driving outcomes keeps the return stable as volume rises.

#### **2. Cut waste without cutting growth**

Some touches are incremental, and some touches are passengers. If you cannot tell the difference, you will keep paying for noise.

#### **3. Protect the customer experience**

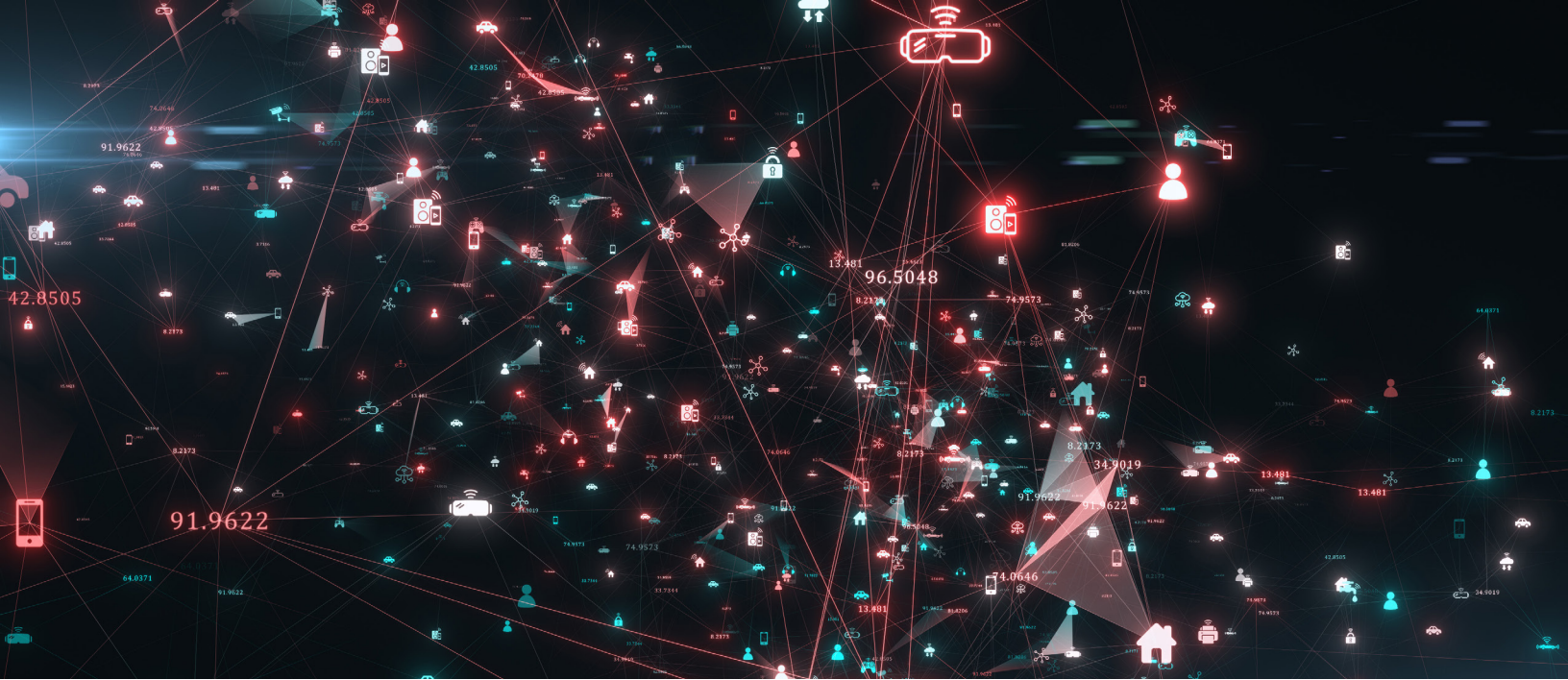
A profitable campaign can still annoy people into churn. Frequency, sequencing and message consistency matter.

#### **4. Defend budget with receipts**

Leaders do not fund vibes. They fund proof. Insightful reporting turns marketing into a capital investment story.

### The Line You Can Use in the Boardroom

When ROI is \$10 back on \$1, the question is not “what’s working.” The question is “what’s repeatable, and what scales.”



## 6. Why Growth Verticals Can Do this When Most Stacks Cannot

Most companies have tools. Growth Verticals has a platform built to run the whole system.

### 25+ Years of Growth Experience, Now Operationalized

We have spent decades learning the landmines:

- Identity fragmentation
- Wasted frequency
- Channel silos
- Reporting that lies by omission

G1 is our way of making the right path simple and repeatable.

### The G1 Advantage

#### 1. A national Datasphere

Every person in the country, organized for growth decisions at the household level.

#### 2. Identity and linkage built for orchestration

So channels are not separate universes.

#### 3. Audience engineering plus real-time optimization

So the system improves as it runs.

#### 4. Household-level suppression and sequencing

So you stop paying twice and stop over-contacting.

#### 5. Unified measurement across digital and CTV

So you can see exposure and outcomes in one view.

#### 6. Success criteria designed for your business

So the reporting reflects what leadership actually cares about.

#### 7. Advisors who have done this before

Because tech alone does not deliver outcomes. Operating it correctly does.



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## 7. What it Looks Like in Practice

A real omnichannel program runs like this:

### Step 1: Unify the Data

Customer data and reach data become one household-aware view.

### Step 2: Define Success Criteria

Revenue, retention and LTV are the truth. Everything else supports that.

### Step 3: Build Orchestration

Channel selection, sequencing and suppression are decided by the system.

### Step 4: Measure and Reallocate

Spend shifts toward what is incremental and repeatable.

### Step 5: Scale with Guardrails

Frequency controls and experience rules protect brand trust.

## 8. The bottom Line

- Every channel matters because customers are everywhere.
- Omnichannel matters because it turns scattered tactics into one experience.
- Measurement matters because it protects ROI, and it makes growth defensible at scale.
- Growth Verticals exists to make this simple.

If you want to honestly assess what is working and what is not, and then turn that insight into a system that prints outcomes, Growth Verticals and the G1 Platform are built for you.

## 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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