



 Arbor Growth

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WHO WE ARE

We are a **growth-focused digital marketing and advertising agency**, built by top-tier growth marketers with over 40 cumulative years at Google, a unique academic pedigree, and an unwavering commitment to top-tier client service.



HARVARD Kennedy School



The University of Chicago Booth School of Business



TEXAS

The University of Texas at Austin



WHAT WE DO



PERFORMANCE MARKETING

- Paid Search
- Paid Social



DISCOVERABILITY

- SEO/GEO
- Content Marketing
- Organic Social



BRAND ADVERTISING

- Video
- Audio
- Out-of-Home



MEASUREMENT & ANALYTICS

- In-Platform
- 3rd Party
- Custom



HOW WE DO IT

We use a **triple premium approach** driven by data that accelerates growth for our mid-market brands. Our founders work personally with clients to craft bespoke strategies and achieve business goals pivotal to your success.

PREMIUM TALENT



PREMIUM TECH

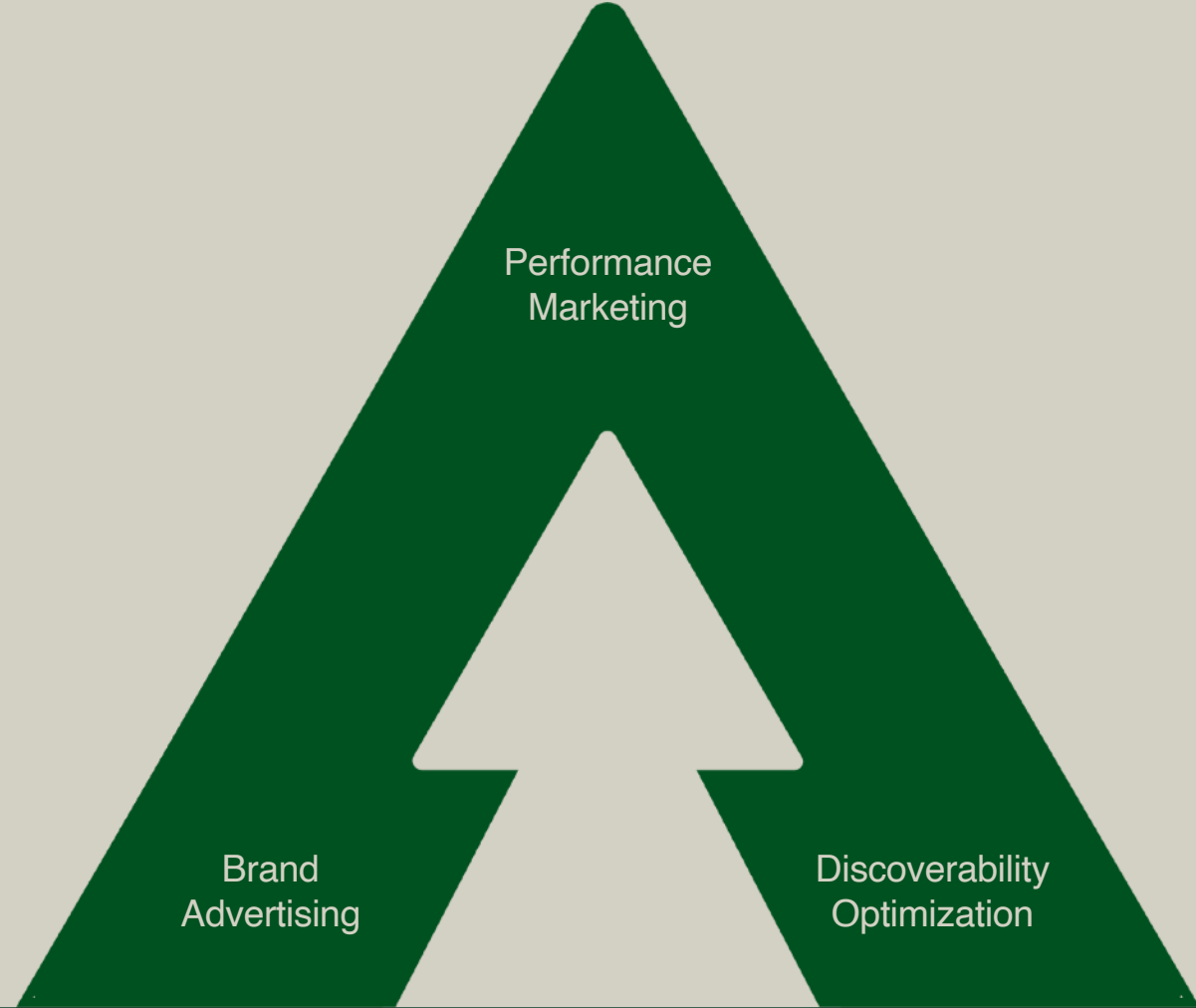


PREMIUM PLACEMENTS



Each of these three disciplines forms a pillar of our **Grow-to-Market** strategies

Depending on a client's **in-house capabilities, industry, marketing objectives, and stage of growth**, Arbor Growth tailors its approach; placing greater emphasis on one or more legs of the triad to drive meaningful outcomes.



Our Approach to Performance Marketing

PREMIUM TALENT

Our team's deep expertise in platform mechanics, optimization, and algorithmic strategy allows us to capture demand with surgical precision, reducing acquisition cost & increasing conversion volume.

PREMIUM TECH

Our team integrates the latest tools for tracking, reporting, and optimization.

PREMIUM PLACEMENTS

Deep keyword research for search, brand safety & audience relevance for social

GOALS

High-Intent Capture

Reach audiences ready to act

Attribution Confidence

Link spend to *incremental* outcomes

Efficient Scaling

Maximize performance across core channels without waste

CORE COMPONENTS

Search

Objective: Intent-led acquisition
Channel: Google Ads, Bing Ads

Social

Objective: Mid- to lower-funnel engagement
Channel: Meta Ads (Facebook & Instagram), TikTok, Pinterest



Our Approach to Brand Advertising

PREMIUM TALENT

Navigates the evolving programmatic landscape and direct buying opportunities

PREMIUM TECH

We ensure every campaign is precisely targeted, rigorously measured, and transparently reported

PREMIUM PLACEMENTS

Arbor Growth boasts direct relationships with owners of premium advertising inventory

GOALS

Maximize Efficiency

Eliminate wasted spend through smarter buying and platform level control

Improve Accountability

Prove results via independent measurement and lift validation

Build the Brand

We help you design and stick to a long term plan that has long term results



Our Approach to Discoverability

PREMIUM TALENT

Our team blends foundational SEO expertise with AI-era relevance, ensuring your brand is consistently surfaced in both traditional search engines and emerging large language models

PREMIUM TECH

We leverage the latest tools to monitor and report on traditional SEO success and LLM citations

PREMIUM PLACEMENTS

We stay abreast of how to appear in the newest and most widely-used LLMs in the customer journey

GOALS

Position your brand to dominate discoverability—wherever people (or machines) go to look.

WHAT WE DELIVER

SEO

SEO strategies shaped by ex-Google team members, focused on technical health, keyword strategy, & content architecture

LLM Optimization

We ensure your brand is cited, referenced, and understood by the AI systems shaping tomorrow's information landscape.

Digital PR

Earned media and authority building backlinks that supercharge both SEO and LLM visibility through trust and domain strength.



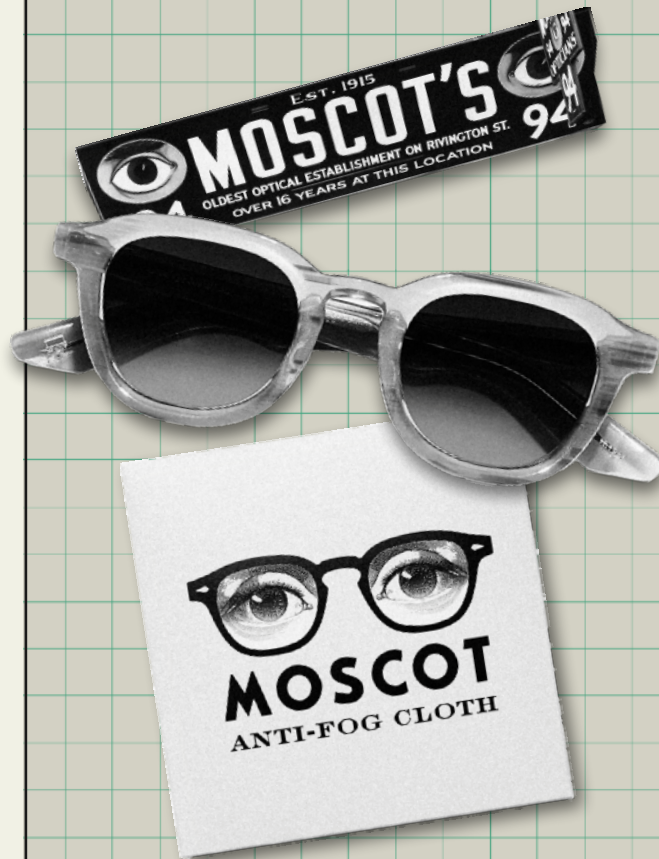
CASE STUDY NO.1

MOSCOT

COMMERCE



MOSCOT



Moscot is a 5th-generation family-owned luxury eyewear company that is leveraging its strong brand and superior product to succeed online and in stores.

CHALLENGE

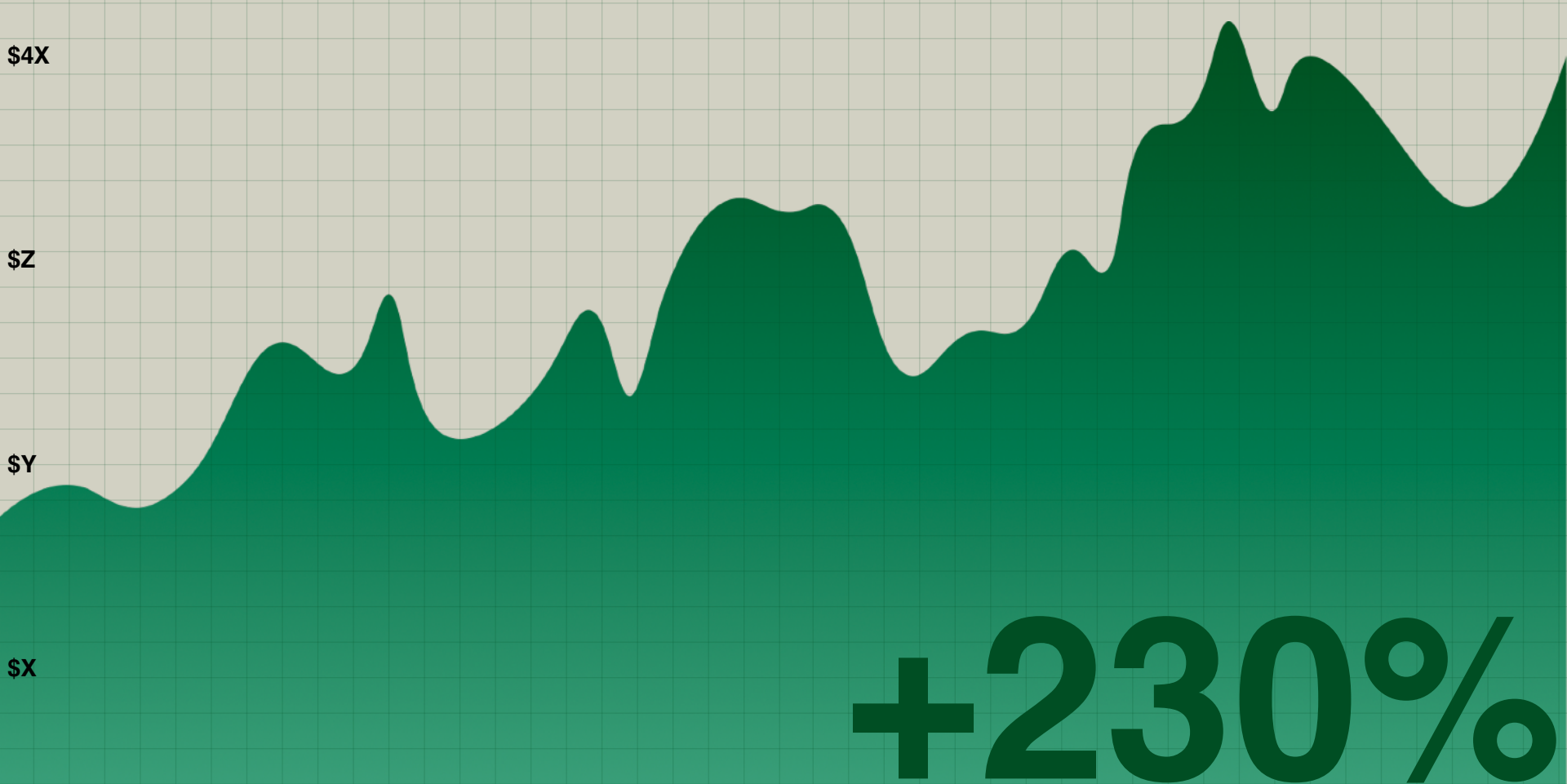
110-year old brand

SOLUTION

Omni-channel approach, leveraging brand equity

RESULTS

Increasing market share, top-line revenue & profitability



+230%

NOV 2021 - JAN 2025

INCREASE IN QUARTERLY REVENUE FROM AD





Sarah
Taghizadeh

VP MARKETING

MOSCOT

“Arbor Growth is absolutely essential to the success of our business.”



STRATEGIC PARTNERSHIP

As Moscot's agency of record since 2021, Arbor Growth executes a performance and brand marketing strategy across multiple advertising platforms. Moscot's go-to market mix includes owned-and-operated stores, distribution partners, and Moscot's own e-commerce channel.

OMNI-CHANNEL

Arbor Growth revolutionized Moscot's digital marketing and dramatically increased sales and profitability through e-commerce and brick-and-mortar stores to develop an omni-channel presence.



MASSIVE REVENUE GROWTH

Since beginning our partnership, Arbor Growth delivered a 230+% increase in quarterly revenue from ads across all platforms (Google, Meta, Pinterest, CTV, OOH) while exceeding the brand's ROAS targets. Online searches and Moscot's Share of Search has doubled during our tenure, reflecting increasing market share.

CASE STUDY

GRAYSCALE

FINANCE



GRAYSCALE

Grayscale Investments is the world's largest asset manager for digital currency, with tens of billions of dollars of assets under management. Grayscale has funds for institutional and accredited investors and has publicly-traded products for retail investors. Our team built the technical infrastructure, the account structure, and worked out the advertising policy challenges to help Grayscale scale through Google Ads in a nuanced and heavily "regulated" industry.



CHALLENGE

Highly regulated industry
& restrictive ad policy

SOLUTION

In-depth platform knowledge &
industry relationships

RESULTS

Finally achieving brand awareness
& lead generation on highest intent
platform



Seres Lu
VP MARKETING



“I trust [Arbor Growth Partners] are 100% able to take the mindshare from myself and the team. I was able to let go and feel like you were all an extension of the team — that’s rare— that sort of soft dynamic. It’s not about the capabilities of the firm alone that sets you apart but how you guys work together. ”

CASE STUDY

1 NATURAL WAY

HEALTH, WELLNESS, SPORT



1 NATURAL WAY

Natural Way is a healthcare company that provides vital breastfeeding support, including breast pumps and maternity wellness products. We now collaborate with 1 Natural Way to launch new verticals, expand product offerings and set them up for long-term success.



CHALLENGE

Lead quality and expense

SOLUTION

Better programmatic and brand building

RESULTS

80% YoY increase in customer sign ups



Ryan Wright,
CEO
1naturalway

“Partnering with Arbor Growth has been one of the best decisions we’ve made for our business. Thanks to their expertise in media buying we’ve seen an 80% increase in customer sign up.”

1 NATURAL WAY

TRUSTED PARTNER

Arbor Growth has been 1 Natural Way's agency of record since 2023. Arbor Growth was charged with significantly boosting their intake volume and growing the business.



ROI-DRIVEN RESULTS

Arbor Growth's approach ensured that every dollar spent contributed to a strong ROI, allowing growth in customer base without compromising efficiency.



SCALABLE GROWTH

Through strategic optimization of paid search campaigns, improved targeting, and refining landing pages, we achieved an 80% YoY increase in new customer sign ups while efficiently scaling their ad investment by 50% YoY.



CASE STUDY

CHELSEA PIERS

HEALTH, WELLNESS, SPORT



CHELSEA PIERS

Chelsea Piers is New York City's largest sports and recreation destination, spanning multiple locations and serving millions of visitors annually.

Chelsea Piers offers elite training facilities, youth and adult leagues, fitness clubs, and event spaces, welcoming everyone from Olympic athletes to everyday families.



CHALLENGE

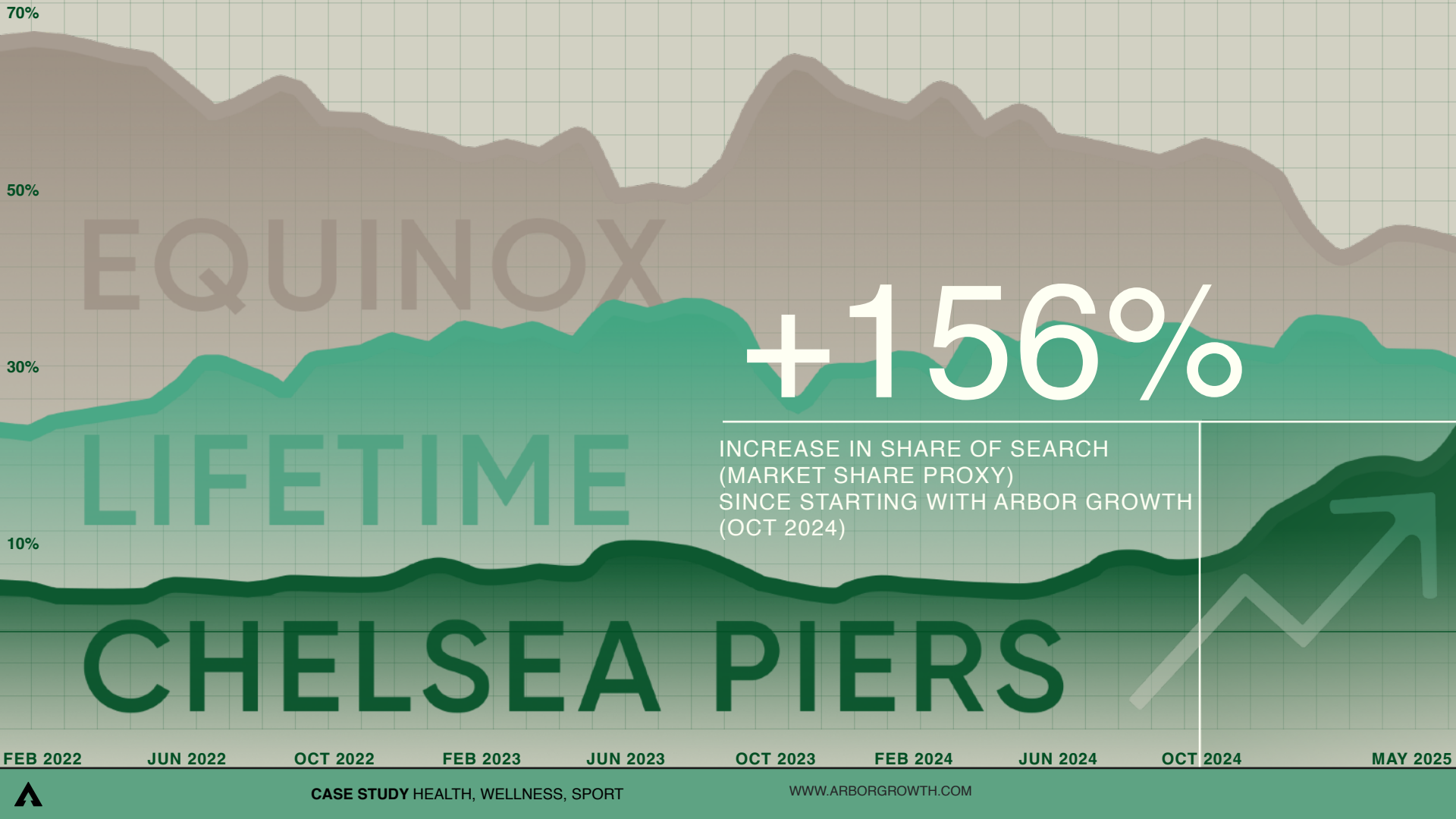
Hyper-local business, diverse offerings, well-funded competition

SOLUTION

PPC efficiency, in-depth local SEO optimization and LLM focus, brand advertising diversification

RESULTS

Increased lead volume & quality at desired CPL, increased market share



EQUINOX

LIFETIME

CHELSEA PIERS

+156%

INCREASE IN SHARE OF SEARCH
(MARKET SHARE PROXY)
SINCE STARTING WITH ARBOR GROWTH
(OCT 2024)

FEB 2022 JUN 2022 OCT 2022 FEB 2023 JUN 2023 OCT 2023 FEB 2024 JUN 2024 OCT 2024 MAY 2025



Marketing Dive

JUNE 5, 2025

**“EQUINOX NAMES NEW CMO
TO GROW LUXURY FITNESS
CHAIN’S BRAND AWARENESS”**

 [LINK TO ARTICLE](#)

“Equinox built its brand around high-end gyms in major metropolitan areas such as Los Angeles, London and New York, where it was founded in 1991. However, the chain has encountered stiffer competition from rivals both national and local, including Life Time Fitness and Chelsea Piers Fitness.”

CHELSEA PIERS

UPSTART AGENCY OF RECORD

Chelsea Piers worked with the same large NY agency for years and sought more in-depth and tailored marketing solutions. Arbor Growth won the Chelsea Piers Manhattan fitness business line & six months later won their other business lines, cementing our role as their exclusive agency of record.



TRUST, THEN SCALE

In the near term, Arbor Growth improved Search efficiency, gaining the client's trust. Then through deep technical SEO optimizations, a focus on LLM discovery, and brand advertising diversification, Arbor Growth was able to increase brand awareness, bolstering lead generation results.

AN ICONIC BRAND: "WE'RE SO

After just 6 months of working with Arbor Growth, Chelsea Piers found itself gaining considerable market share at the expense of its largest competitor. They are poised for continued success across its many business lines.





Tara O'Flaherty

Chief Marketing Officer

CHELSEA PIERS

“I truly appreciate the strategy, energy, creativity, and professionalism you’ve brought to the table. It’s been a pleasure having this great partnership for the Chelsea Piers team.”

CASE STUDY

CLUB CHAMPION

HEALTH, WELLNESS, SPORT



CLUB CHAMPION

Club Champion is the #1 golf club fitter and builder in the nation, offering a Tour-level fitting experience across 90+ brick and mortar locations across the country. Their GTM strategy required driving initial transactions online that were later completed in local stores.



CHALLENGE

Cost per lead had dramatically increased and lead volume stagnated

SOLUTION

Localized PPC strategy, creative direction and geofenced YouTube

RESULTS

Increased brand awareness in key DMAs, improved lead quality, reduced CPL, ability to scale profitably

CLUB CHAMPION

CHANGE AGENT

Club Champion's PPC lead generation efforts had stalled, with lead volume stagnant and CPL climbing. They turned to Arbor Growth to break them out of the rut.



NEXT LEVEL LEAD GENERATION

Over the course of 12 months, Arbor Growth was able to scale Club Champion's Google spend by 100%, while maintaining the same ROAS.



MEDIA MIX MAGIC

Arbor Growth's lead generation experts identified that consistent brand awareness and an optimal media mix of Search, Display and YouTube, targeted to a bespoke golf-oriented audience would shock the PPC status quo.



Our Leadership



Theron Tingstad

Founder & CEO

As CEO of Arbor Growth, Theron brings over fifteen years of leadership experience, including five years at Google's Accelerated Growth Team, where he led specialized growth marketing teams during the transformative 2015-2020 era. With a decade of experience in diplomacy, intelligence, and the military—including service as a Ranger-qualified Airborne Infantry Officer in the Army's storied 82nd Airborne—Theron combines small teams leadership with deep strategic marketing expertise. He holds a Master's in Public Administration from Harvard and an MBA from the University of Chicago Booth School of Business, empowering him to develop innovative marketing strategies that drive client success.

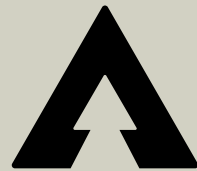


Zain Mahmud

Founder & CGO

Zain brings extensive expertise from his roles at Google's Accelerated Growth Team and as VP of Performance Marketing at Lower.com. Recruited from Google by Lower.com, Zain built their marketing strategy from the ground up, leveraging SEO and paid strategies across digital, audio and OOH platforms, as well as formal partnerships and stadium-naming rights. His initiatives drove Lower.com's growth by over 600% year-over-year and secured a \$1 billion valuation. Zain holds a Bachelor's in Communications & Media Studies from the University of Michigan and specializes in navigating the evolving media landscape toward user-generated content, informality, and instantaneity.





Arbor Growth

WWW.ARBORGROWTH.COM