



Abacus Media Kit

About Abacus

Abacus is an industry-leading Facebook and Instagram ad agency focused on performance marketing with offices in Toronto, New York and Los Angeles.

By marrying creative, media and data, Abacus offers an unparalleled service to build brands with a mobile-first approach that reaches customers where they are .

Abacus Creative Labs produces scalable mobile content and creative, using design thinking to revolutionize the way creative is ideated and produced. More than just an ad agency, Abacus is a technology solution for clients looking to advertise in our mobile age.

Abacus Offers:

Mobile and social strategy, paid social buying and optimization, mobile content and creative, measurement and attribution and influencer marketing.

Abacus Principals:

Peter Reitano

Peter is Chief Executive Officer of Abacus, and a marketer, entrepreneur and investor. He was also the partner of Spark, which has since been acquired, and Bellwether, an invite-only executive group centred on global investment and collaboration in technology, startups, advertising and cannabis.

Over the last decade he's worked directly with some of the world's biggest brands and award winning agencies in Europe, Australia, Canada and the US. He's also been an instructor at various colleges and skills accelerators like Bitmaker and Brainstation, teaching digital marketing, and he sat on the CMA's digital council.

Jeff Goldenberg

Jeff Goldenberg is Chief Strategy officer at Abacus. Prior to launching Abacus, Jeff was the Head of Growth at Borrowell, a leading Canadian online marketplace lender. During his time there, he helped Borrowell achieve rapid month-over-month growth in their loan organization business, and helped launch the first Free Credit Score program in Canada, driving over 100,000 free credit scores .

Jeff has been leading B2C startups for the past 15 years. He is the co-author of The Growth Hacker's Guide to the Galaxy. He is an Entrepreneur-in-Residence at MaRS Discovery District as well as a mentor at the TechStart/Startup Next accelerator and 500 startups Disto Dojo.

Contact Abacus for comment on digital advertising, Facebook and Instagram, mobile communications, tech, entrepreneurship, investing, startups and more.

Jonathan Scott
Public Relations Consultant
jscott@jscottconsulting.co
647-998-8461

