

Haus media resources

What is Haus?

Haus is the Causal Marketing Platform leading brands trust to optimize billions in ad spend worldwide. With support from PhD economists, data scientists, and growth experts, Haus’ AI-driven technology translates complex marketing measurement into clear action and outcomes, enabling brands like Jones Road Beauty, Dr. Squatch, Sonos, Paramount, and Intuit to optimize spend, accelerate growth, and make smarter marketing decisions at scale.

Haus was named a LinkedIn Top Startup in 2024 and 2025 and has been featured in outlets like AdExchanger, Axios, Marketing Brew, and Wall Street Journal.

Founded: 2021
HQ: San Francisco, California
Offices: New York, San Francisco, Seattle

Smarter marketing investments start with Haus.

2000+

Experiments run per year


\$10B+

Ad spend optimized per year


\$400B+

Combined revenue of Haus customers

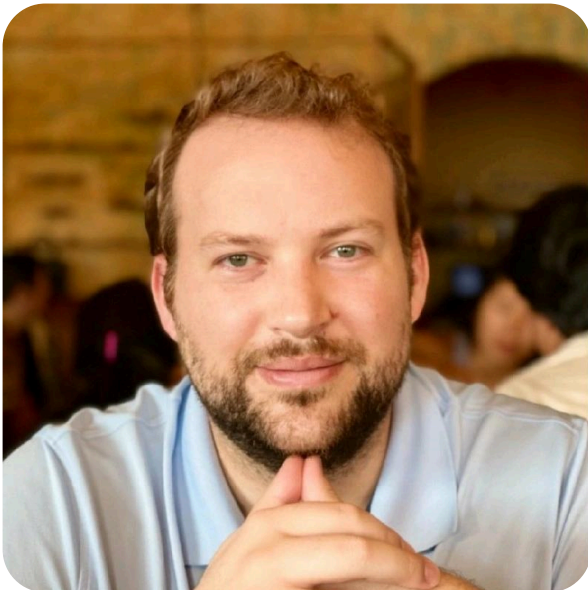
Leadership




Zach Epstein
Founder + CEO




Olivia Kory
Chief Strategy Officer



Joe Wyer
Chief Scientist




Gillian Heltai
Chief Operating Officer



Josh Brown
Chief Financial Officer

Our investors

Investors include 01.A, Insight Partners, Baseline Ventures, Haystack, Upside Partnership, Mantis, and others.













Our customers

Haus works with hundreds of brands spanning DTC/ecommerce, media and entertainment, fintech, retail, global enterprises and more.









































Our awards



