

EX-842

FOUNDED 30+ YEARS AGO

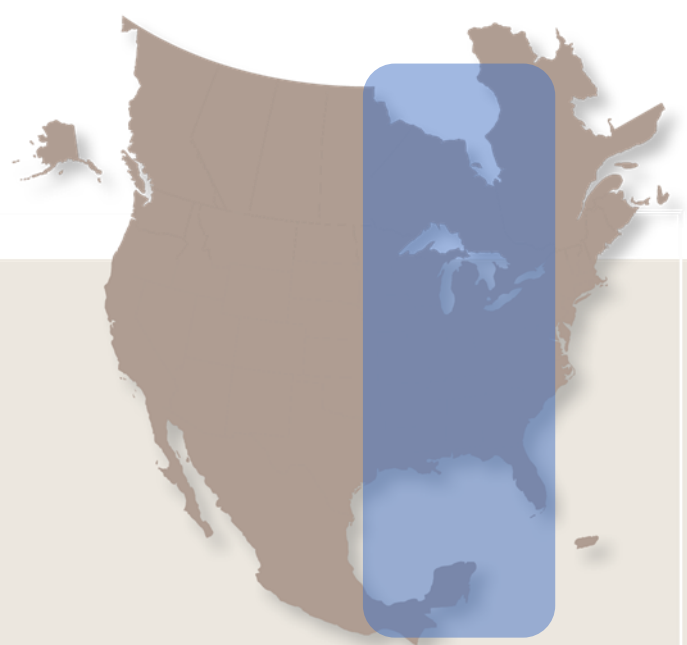
- 54 Employees, +14 Long-Term Contractors
- 2024 Revenue: \$11.7 (projected)
- Full-Service Digital Marketing Agency
- Microsoft and Sitecore Gold Partner
- 65-75% Recurring Revenue
- Verticals: Finance, Insurance, Healthcare, Manufacturing and Consumer Goods

With 30 long-standing customers, this established digital agency is a proven catalyst for digital transformation and growth. With a deep-rooted foundation in technology, the Company offers a comprehensive suite of services encompassing research, design, marketing, and technology.

Known for its collaborative approach and commitment to deliver client success, the Company has cultivated strong, long-term partnerships across diverse industries. Their flexible engagement models, including retainer, project, and staffing options, accommodate a variety of client needs.

By combining strategic thinking, creative execution, and data-driven insights, the agency empowers businesses to thrive in the digital landscape.

The Company is poised for growth with the right strategic investment partner.



HEADQUARTERS
Midwest



OF EMPLOYEES

54*

Accounting / Fin	1.5	<div style="width: 1.5%;"></div>
Mngt / Sales &Mkt	5	<div style="width: 5%;"></div>
Managed Services	5	<div style="width: 5%;"></div>
Project / Account Mngt	8.5	<div style="width: 8.5%;"></div>
Admin / Strategy	12	<div style="width: 12%;"></div>
Soft Dev / Architects*	22	<div style="width: 22%;"></div>

*Note: +14 long-term software dev/architect contractors



PRODUCTS AND SERVICES

Primary Services

- Headless and Composable CMS web development (Sitecore, Optimizely, Contentstack, Contentful, Kentico, WordPress)
- Specialized staffing, retainer-based support and optimization plans
- Angular and React front-end development
- Microsoft.Net development
- Customer research, journey mapping, experience design, creative design and branding

Secondary Services

- Technology assessment
- Business system development
- Digital visioning and strategy
- Content strategy
- Content development
- Digital marketing
- Accessibility optimization
- Analytics
- 24x7 technology support

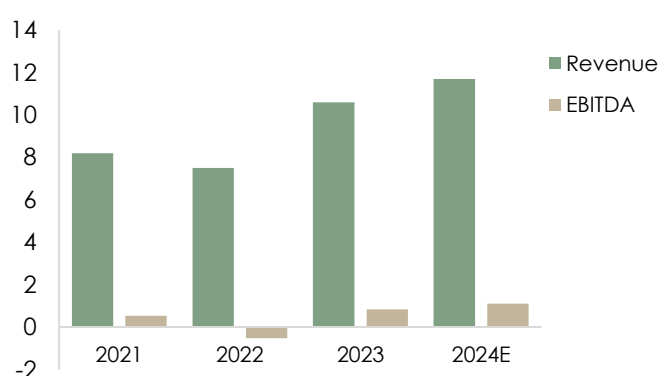
Tertiary Serviced

- Commerce web development
- Design systems
- Service design
- Conversion rate optimization
- Personalization
- A/B testing
- Digital planning and road mapping



FINANCIALS

2021-2024E



Description (\$M)	2021	2022	2023	2024E
Revenue	\$8.2	\$7.5	\$10.6	\$11.7
Gross Profit	\$2.6	\$2.1	\$3.3	\$3.7
Adj. EBITDA	\$540k	\$(519k)	\$832k	\$1.1

% BY REVENUE TYPE (2024E)

Staff Augmentation	45%	<div style="width: 45%;"></div>
Optimize Mngd Serv	25%	<div style="width: 25%;"></div>
CMS / Web Projects	15%	<div style="width: 15%;"></div>
Strategy & Experience	12%	<div style="width: 12%;"></div>
Non-Core Custom Dev	3%	<div style="width: 3%;"></div>

RECURRING REVENUE

2021	55%	<div style="width: 55%;"></div>
2022	65%	<div style="width: 65%;"></div>
2023	66%	<div style="width: 66%;"></div>
2024E	75%	<div style="width: 75%;"></div>

INVESTMENT CONSIDERATIONS

- Loyal Customer Relationships:** A long-standing roster of digital marketing customers signifies proven performance, enduring client relationships, and a reliable revenue stream. This established foundation presents ample opportunities for cross-selling additional services, expanding the agency's offerings, and increasing overall value.
- Seasoned, Creative Talent:** A team of senior, long-tenured professionals is a significant asset for this digital agency. Their deep industry knowledge, trusted client relationships, and proven track record of success contribute to the agency's overall value and stability. The Company's experienced team of strategists and creatives will seamlessly integrate into the acquiring company, bringing immediate value and productivity.
- Untapped Revenue Streams:** This Company is positioned to capitalize on AI, data analytics, media buying and eCommerce, and other emerging technologies presenting significant growth potential. By investing further in these areas, the Company will enhance campaign performance, optimize and improve conversion rates, and expand service offerings, driving increased revenue and market share.
- Infrastructure and Technology:** Founded as a technology company, the Company brings a unique perspective and deep-rooted technical expertise to digital marketing. This strong foundation in technology has resulted in the development of proprietary tools and systems that optimize performance and deliver superior results. The agency's infrastructure and technology stack provide a competitive advantage, streamlining operations and enhancing overall efficiency.

PARTNERS



END USER VERTICALS

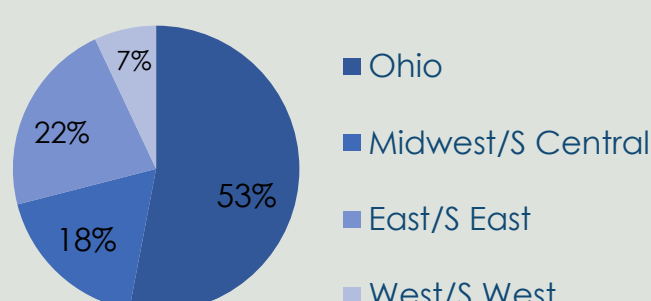


CUSTOMERS BY THE NUMBERS

CUSTOMERS: 30

RETENTION: 95%
(Top 20 customers)

BY LOCATION



CUSTOMERS BY REVENUE

TOP 10

Company #1	28.3%	<div style="width: 28.3%;"></div>
Company #2	8.3%	<div style="width: 8.3%;"></div>
Company #3	6.3%	<div style="width: 6.3%;"></div>
Company #4	5.7%	<div style="width: 5.7%;"></div>
Company #5	4.4%	<div style="width: 4.4%;"></div>
Company #6	3.5%	<div style="width: 3.5%;"></div>
Company #7	3.5%	<div style="width: 3.5%;"></div>
Company #8	3.4%	<div style="width: 3.4%;"></div>
Company #9	3.1%	<div style="width: 3.1%;"></div>
Company #10	2.8%	<div style="width: 2.8%;"></div>

* Customer #1 consistent since 1997.

Total
69%

NEXT STEPS

To learn more about company EX-842 please sign the linked NDA and return to the ITX team. Our team will follow up with a mutually executed NDA and make an introduction to the company's CEO.

[Start NDA Now](#)

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[Asset Listing](#)

