

# EX-814

## FOUNDED 25+ Years Ago

Based on the West Coast, this digital marketing agency provides full service omnichannel and marketing programs that drive demand generation and support growth objectives for mid-market clients across the US.

The Company has proprietary technology IP, the Modern Marketing Scorecard™, that benchmarks a client's digital marketing practice and provides actionable recommendations. To maximize the potential of this robust platform, the shareholders are seeking a buyer that will fuel growth and maximize their strategic potential.

The Company's 10 digital marketing professionals, along with long-term partnerships with HubSpot, Sprout Social and Google, are ahead of the MarTech growth curve. Changing demographics of B2B customers, the blurring of Sales with Marketing, and AI data analytics set the stage of exponential growth for the Company.

Recognizing workplace trends and recruiting opportunities, the Company has transitioned to an all-remote workforce to effectively support clients across multiple time zones in North America and internationally. To mitigate the risks associated with customer concentration, no single client exceeds 10% of total revenue. Offering services that are unique in the consulting arena allows the Company to consistently deliver gross margins of 70%.

## COMPANY OBJECTIVE



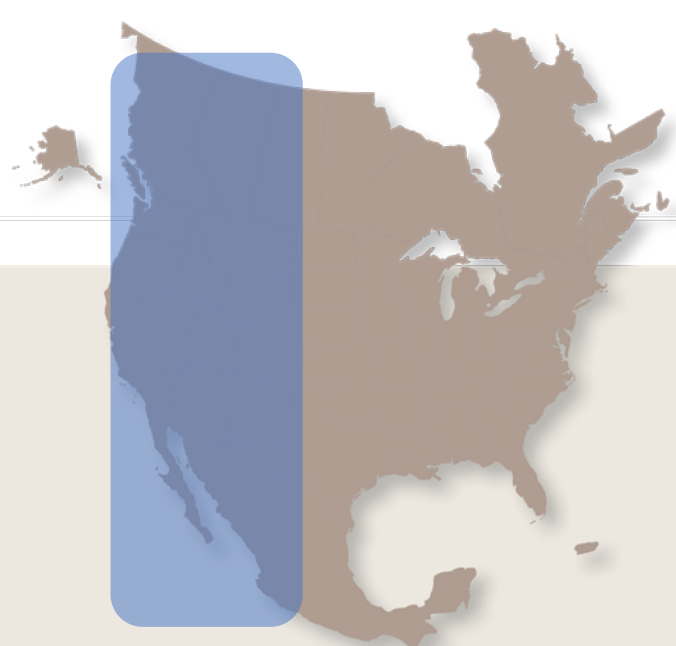
Company Sale



Strategic Partnership



Private Equity Investment



## HEADQUARTERS

West Coast



## # OF EMPLOYEES

10

Strategy	3	<div style="width: 30%;"></div>
Content	2	<div style="width: 20%;"></div>
Design	2	<div style="width: 20%;"></div>
SEO/SEM	2	<div style="width: 20%;"></div>
Development	1	<div style="width: 10%;"></div>

Note: In addition to full-time staff, agency has a well-established group of contractors that provide supplemental support for core and specialty services.



## PRODUCTS AND SERVICES

### Marketing

- Personas/Audience Development
- Content Strategy & Development
- Thought Leadership/Blogs
- Social Media

### Design & Development

- Digital Transformation
- Brand Consulting & Design
- Mobile App Strategy
- Website Development

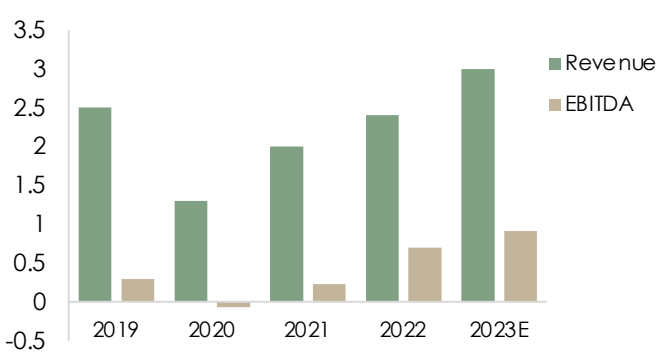
### DemandGen/Sales Enablement

- Marketing Automation
- Sales/Marketing Alignment
- Campaign Deployment
- SEO/SEM



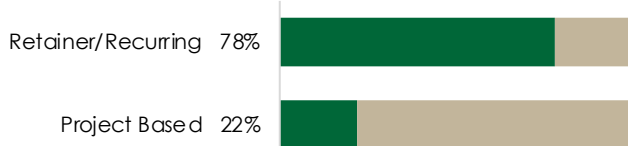
## FINANCIALS

# 2019-2023E



Description (\$M)	2019	2020	2021	2022	2023E
Revenue	\$2.5	\$1.3	\$2.0	\$2.4	\$3.0
Gross Profit	\$1.7	\$855k	\$1.4	\$1.7	\$2.1
Adj. EBITDA	\$298k	(\$66k)	\$227k	\$694k	\$914k

### % BY REVENUE TYPE 2022



### AGENCY BY THE NUMBERS

YOY Growth 2021 to 2022	23%
Average Rev/Employee	\$200,000
Average Margin on Projects	70%

## INVESTMENT CONSIDERATIONS

- BENCHMARKING SCORECARD:** Leverage proprietary IP Scorecard platform across current client base, offering benchmark, scoring, and actionable recommendations. Quickly train staff to score, identify gaps, and maximize upsell revenues.
- PLANNING TOOL & PRODUCTIZATION:** Scorecard's built-in strategic planning tool and selling system based on scorecard performance with *productization* of services leads to exceptional upsell opportunities.
- OPTIMIZE CURRENT STAFF:** Increase profitability and productivity of combined staff with our experienced leadership and high-margin resource management practices (70% gross margin and \$200k revenue per employee).
- RECESSION OPPORTUNITY:** Focus on recession market trend of reducing headcount and outsourcing marketing efforts to sell full-service retainer packages.
- GET TO MARKET FASTER:** Well-established methodologies for each digital marketing discipline with complete training curriculum and onboarding processes for staff – can bring teams up quickly and elevate offering and fees.

## CHANNEL PARTNERS



## END USER VERTICALS

Financial Services

Renewable Energy

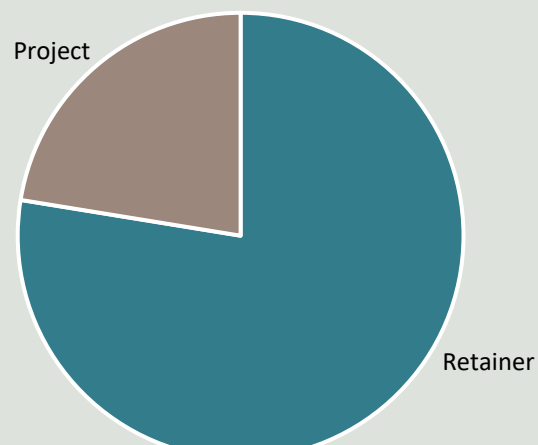
Healthcare

Technology

## CUSTOMERS BY THE NUMBERS

CUSTOMERS: 30

RETAINER: 78%



## CUSTOMERS BY REVENUE (2021-2022)

# TOP 10

Company #1	10%	<div style="width: 10%;"></div>
Company #2	10%	<div style="width: 10%;"></div>
Company #3	7%	<div style="width: 7%;"></div>
Company #4	7%	<div style="width: 7%;"></div>
Company #5	6%	<div style="width: 6%;"></div>
Company #6	6%	<div style="width: 6%;"></div>
Company #7	6%	<div style="width: 6%;"></div>
Company #8	5%	<div style="width: 5%;"></div>
Company #9	5%	<div style="width: 5%;"></div>
Company #10	4%	<div style="width: 4%;"></div>

Total  
**67%**

Note: Fastest-growing vertical is Renewable Energy, and we are poised to capitalize on new US investment

## NEXT STEPS

To learn more about company EX-814 please sign the linked NDA and send to Amanda Haws. Our team will follow up with a mutually executed NDA and make an introduction to the company's CEO.

[Start NDA Now](#)

[Amanda Haws](#)

[Asset Listing](#)



**ITX**

a martinwolf company