

Interactive/Direct Marketing Firm Providing High-Impact Prospect Generation and Cultivation to Sector-Leading B2B Clients

Proprietary technology, process and service platform bridges the gap between direct-response marketing and CRM/SFA to provide quantifiable ROI for large B2B clients.

Estimated: 2010 Revenue: \$7,600,000 / Estimated: 2010 Recast EBITDA: \$1,910,000

Company Overview

B2B companies know that to drive revenue they must continually feed the sales pipeline with highly qualified sales opportunities. In pursuit of this goal, most have made significant investments in marketing, lead generation and CRM/SFA, only to end up with unqualified prospects, underutilized systems, inefficient processes and no demonstrable ROI. This environment has created a huge market opportunity for vendors that can help leverage marketing to drive revenue and measure ROI.

Founded in 2005, this Company is a highly specialized interactive/direct marketing firm that provides high-impact demand generation and prospect cultivation to sector-leading B2B clients. Its end-to-end solutions cost-effectively target, capture and cultivate the best prospects, perpetually deliver highly qualified opportunities to sales and report results from "contact-to-close" automatically – so clients can measure true marketing effectiveness and ROI.

What differentiates the Company from marketing service providers (MSPs) and sales/marketing software-based firms is its unique position as a "one-source" provider that combines marketing services, business processes and hosted marketing automation technology on a single delivery platform. As a result, clients enjoy shorter go-to-market time frames, streamlined processes and exceptional, measurable outcomes without the burden of designing, assembling, staffing, deploying and measuring complex programs themselves.

- ***"One-source" Solution:*** The Company offers expert direct marketing services, proven best practices and business processes, and proprietary marketing automation software. Clients get a highly effective method for managing prospect relationships through the prospect lifecycle from one accountable source.
- ***Proprietary Technology:*** The Company's software supports every facet of a prospect's experience. It automatically "serves up" personalized URLs (PURLs), integrates with third-party SFA/CRM applications (like Siebel, Oracle and Salesforce.com), and functions on a hosted services model.
- ***Unique Delivery Model:*** The Company integrates its marketing services, business processes and technology on a single delivery platform. No other marketing firm, ad agency, SFA or CRM software company, direct mail, media or publishing firm provides these services under one roof.
- ***Scalability:*** The Company's operations are highly scalable and can support rapid growth with minimal additional overhead as a percent of sales. Additionally, the entire US or any other market for that matter can be covered from one location.

For further information regarding **Client # 0617**
you are invited to contact:



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- **Management Will Remain With the Company:** The founders/owners will remain with the Company indefinitely following a sale in order to help the Company realize its quantum potential.
 - **Cross-functionality:** The Company's B2B focus can easily be expanded to bring similar benefits to B2C clients with high-value, complex sales environments, creating a vast new opportunity for growth potential.
 - **Client Retention:** The Company's solution creates heavy client dependency, rapid intra-client revenue growth, "embedded" relationships and resistance to attrition. Clients literally become dependent on the Company and accordingly have a high rate of retention and cross-sale of additional services. For example, 20% of one client's revenue is generated by the Company.
 - **Blue Chip Clients:** The Company currently has a stable of highly respected and well-known clients. The model provides the greatest value to these types of clients and they typically realize the greatest return from the Company's expertise, services and technology.
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Reason for Sale

The Company has developed a scalable solution platform that it has demonstrated can serve the complex needs of mid-market and \$1B-plus sector-leading B2B clients. It has also shown excellent revenue, margins and EBITDA, and impressive year-over-year financial growth. Its success is limited only by its ability to organically build out its infrastructure quickly enough to capitalize on a huge market opportunity.

At the same time, medium to large MSPs – including direct marketing firms, ad agencies, media firms, and digital print/fulfillment companies, among others – are recognizing the need to add marketing automation in addition to their core services to satisfy escalating client demand for measurable ROI.

Reason to Buy

In addition to immediate business synergies and economies of scale, combining the Company's "one-source" delivery model and proprietary marketing automation technology with an MSPs core services and existing customers will enable the merged entity to seamlessly introduce a deeper solution to its client base, and demonstrate real advantage in competing for new business. It would also yield expanded, more durable, "recurring-revenue" client relationships that are higher margin and more profitable.

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