

Opportunity

BN000046221 – Lead Generating Digital Marketing Firm

Location: Southeastern US



The company is a boutique marketing agency that generates leads through online marketing solutions such as email marketing, display, social media, and native advertisement. The company owns all marketing campaigns, giving complete control over its marketing sites and the lead data produced. Lead management is controlled through proprietary in-house code. The company has over 12 years of experience providing lead generation and data management services to support clients' return on investment (ROI) goals.

Bids Invited

Key Aspects

- Revenue and adjusted EBITDA grew at compound annual growth rates (CAGRs) of 17% and 60.6%, respectively, from 2019 through 2022
- Gross profit (GP) margin averaged 30.6% from 2019 to 2022
- In-house proprietary code allowing the company to manage and control all aspects of its marketing campaign
- Operates using a pay-per-lead (PPL) model
- Rights to lead data are retained with the company
- Over 70 domain names for various campaigns and industries

Key Indicators

Period Ending	Revenue Source	Revenue '000	Gross Profit '000	Adj. EBITDA '000
12/31/2019	Tax Returns	\$2,566	\$699	\$268
12/31/2020	Tax Returns	\$2,179	\$605	\$229
12/31/2021	Tax Returns	\$3,949	\$1,370	\$1,072
12/31/2022	Tax Returns	\$4,110	\$1,347	\$1,111

In order that we may obtain our client's permission to release the Information Memorandum, please contact:

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Opportunities

- Expand clientele within existing campaigns
- Increase client outreach and publisher channels
- Benefit from the company's lean operational structure to continue organic growth
- Capitalize on the growing digital marketing industry

Headquartered

- Remote

Current Markets

- Leads are generated for companies operating in the in-home warranty, precious metals, tax debt, timeshares, and credit repair industries, with predeveloped proprietary tools to service many other trades. Leads are generated from across the United States.

Real Estate

- The company operates in a remote format, with daily operations designed to be managed remotely.

Shareholder Objectives

- The company is equally owned by two shareholders who would like to pursue other ventures. The owner active in the business is willing to remain with the company for a predetermined period to facilitate a smooth transition to new ownership.

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