

REFERENCE # GSM1041

Opportunity: ACQUISITION

Software as a Service Company -Marketing Tech

Business:

Marketing Tech SaaS for small businesses and chains with its core footprint in the hospitality vertical. Company enables convenient omnichannel marketing by consolidating and aligning websites and SEO optimization, reputation / review management, social media management, email and text marketing, campaign calendars, media libraries, advanced customer segmentation, online commerce sales, with AI facilitation and extensive automation through a single interface.

The company was established after its predecessor sold to a major global sports entity in a deal that allowed it to retain and use the same technology solutions in all other verticals. Company has full ownership of their assets (code base, templates, media library, etc.).

Opportunities:

- Rapid core vertical expansion: penetration is currently largely within distribution partners, addressing only a small subset of the market.
- New vertical growth: now proven in multiple verticals, ripe for adjacent expansion. Develop Globalization Strategy.
- Land-and-expand: often first marketing technology purchased and a strong, API-driven technical foundation for easy integration as part of larger organization strategy.
- Continue to improve existing technology with AI and the UX/UI.
- Globalization: Proven globally by predecessor; API enables further service integration.

Ownership:

Company is focused on finding the right fit to grow value to its customers. Strategically agnostic beyond that mission. Organizational preference is for complete sale. Existing team available to continue. Some leadership transitions are likely, though they desire transition and advisory capacity.

KEY FEATURES:

- 90% of the current revenue is through recurring SAAS licensing. 500+ Clients. 96% is Recurring revenue.
- Consistent Year over Year growth; 25% in 2023. ARR nearing \$2m burn-rate near even with optimization still available.
- Established and updated code that works well with an organization's commerce suite including point of sales, finance, and compliance software to facilitate global and adjacent market growth.
- Flexible and modern digital marketing system created to lower the barrier to and synchronize multiple marketing channels for multitasking business owners.
- Hybrid Team, remote friendly.

Market Currently Served:

Currently mostly serving clients within the hospitality vertical, however the software and offerings can be easily adapted to fit and compete in several other verticals and has been tested and proven in several of the verticals/sectors.



Real Estate:

Company currently leases office space. Leased through 07/2025

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