

Clearview Capital's Portfolio Company UpSwell Acquires Taradel to Expand Marketing Solutions Capabilities

February 25, 2025

Clearview Capital Fund III, L.P. ("Fund III") announced today the acquisition of Taradel, LLC ("Taradel") by its portfolio company UpSwell, LLC ("UpSwell" or the "Company"). The transaction closed on December 24, 2024.

Taradel, founded in 2003 and based in Glen Allen, VA, offers a wide breadth of direct mail and digital marketing services powered by its proprietary self-service ordering platform. Through this user-friendly platform, clients can seamlessly manage, execute and track marketing campaigns through a few easy steps. Taradel's founder and CEO, Jim Fitzgerald, will remain with the combined business in an executive advisory role post-transaction.

Headquartered in Marietta, GA, UpSwell (f.k.a. Mudlick Mail) is a provider of turnkey, data-driven direct mail and digital marketing services to a wide variety of locally-focused consumer service industries, including automotive repair, healthcare and home services businesses. Founded in 2008, UpSwell utilizes its extensive experience and expertise to design and execute customized marketing campaigns that generate measurable and attractive returns on investment for its clients.

"We are thrilled to welcome the entire Taradel team to the UpSwell family and are excited about our combined growth trajectory ahead," remarked Eric Goodstadt, CEO of UpSwell. "By combining Taradel's best-in-class, proprietary self-service platform and technological capabilities with UpSwell's consultative sales and account management model, we believe we can create a differentiated, data-driven marketing platform that can service clients of all sizes, ranging from single-location, SMB clients to large national corporations."

"We are very excited to complete this highly strategic transaction. Taradel has established itself as one of the premier self-service, e-commerce platforms in the direct mail space over the past decade. Taradel's strong front-end technology paired with UpSwell's data analytics capabilities and sales culture should result in accelerated growth for both businesses," said Geoff Faux, Partner of Clearview Capital.

JEGI Clarity served as financial advisor to Taradel.

UpSwell is seeking additional acquisition opportunities of direct mail and digital marketing businesses. Please contact members of Clearview Capital's business development team with opportunities. UpSwell is a platform investment in Fund III, a \$325 million committed fund raised in 2013.

