

# Clearview Capital Seeks Add-on Acquisitions for UpSwell



UpSwell f.k.a. Mudlick Mail is a provider of turnkey, data-driven direct mail and related marketing solutions 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. Clearview Capital acquired UpSwell, in partnership with management, in February of 2018 and is actively seeking potential add-ons with the following characteristics:

## Universal Attributes



- Similar client profile (locally-focused consumer-services, franchises)
- Core executive(s) that want to remain involved
- Strong operations team
- \$500K to \$3+ million EBITDA

## Complementary Digital Marketing Opportunities



- Strong interest in digital marketing opportunities that fit the criteria above

## Direct Mail Opportunities



- Agencies that don't own printing equipment
- Existing or new industry focus

*Please address acquisition proposals to:*

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