

Clearview Capital Seeks Add-on Acquisitions for UpSwell



UpSwell f.k.a. Mudlick Mail is a provider of turnkey, direct-response, data-driven, direct mail, digital, mobile and related marketing solutions primarily to small and medium-sized businesses (“SMB”) and franchises in a wide variety of consumer services industries, including automotive services, healthcare, fitness and home services businesses, headquartered in Marietta, GA. The company leverages its extensive experience and expertise to design and execute customized marketing campaigns that generate measurable and attractive returns on investment for its customers. 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 customer profile (SMBs, Consumer Services)
- Ownable intellectual property
- Core executive(s) that want to remain involved
- Strong operations team
- \$500K + to \$3 million EBITDA
- Focused on digital marketing, but will consider direct mail agencies that don't own printing equipment

Digital-Specific Attributes



- Focus on Paid Search and Paid Social
- Minimal involvement in website creation or management

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