



Add-on Criteria for UpSwell, LLC f.k.a. Mudlick, LLC



Clearview Capital, L.P. is currently seeking add-on acquisitions for its portfolio company, UpSwell, LLC f.k.a. Mudlick Mail, LLC (“UpSwell”). UpSwell is a provider of turnkey, 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. 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:

Direct mail, digital and mobile marketers serving small and medium-sized businesses and franchises	Marketing organizations serving local businesses that need to target consumers within a certain geographic radius.
Asset-lite direct mail marketers	Direct mail marketing organizations or multi-channel marketing organizations with a large mix of direct mail that do not own printing assets.
Consumer services verticals	UpSwell has a strong presence in the automotive services, healthcare, fitness and wellness, and home services industries and is looking to increase its penetration in these and other related consumer services verticals.
Consumer data and analytics services	Companies and marketing organizations with consumer data analytics capabilities and technology focused on consumer advertising targeting and response tracking.

All add-on candidates should also meet the following criteria:

- Annual revenues of at least \$1 million
- Strong, sustainable competitive position
- Favorable growth prospects and strong customer relationships

To discuss investment proposals, please contact:

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