



Portail d'affaires

## Digital Marketing Agency for the Health & Beauty Niche

Annonce V74970 mise à jour le 30/01/2024

### Description générale

#### Désignation de l'actif

Type d'actif	Indifférent
Localisation	Etats Unis

#### Description du indifférent à vendre

Digital Marketing Agency whose core audience is made up of eCommerce Operators that offer goods in the Health & Beauty Sector. The agency's offerings are highly sticky, with over 800 recurring clients monthly. They have a well-respected client base of over 16,000 clients, particularly internet businesses eager to learn and execute digital marketing strategy at the very highest levels, especially in an ever-changing search algorithm environment.

This company is achieving a 34% YOY Growth Rate, which is phenomenal for any business, but particularly staggering for a Digital Marketing Firm whose revenue will eclipse \$20M in short order.

### Éléments chiffrés

#### Éléments chiffrés concernant la cession

En k€/année	2021	2022	2023	2024
CA			15 000	
Marge brute				
EBE				
Rés. Exp.				
Rés. Net			6 300	
Salariés			9	

#### Indications concernant les éléments chiffrés

Works with eCommerce Brands | Strong Online

## Positionnement concurrence

### Positionnement par rapport au marché

The buyer who acquires this business has great scale opportunities since the company has not been focused on attracting advertisers. Their main focus has been on working directly with product vendors to ensure they get promoted by clients. Clients can also built their platform by recommending services such as ad optimization.

The agency does generate ad revenue on its own through Facebook Ads showcasing how successful its clients have bee., These are now 20% of total sales and remain a high growth opportunity. They run similar customer testimonials on YouTube, which generates an additional 20% of sales. Supplementary revenue is generated through add-ons to their training course which include access to the agency's proprietary software.

Some excellent scale options remain available to a new buyer. With their focus primarily on the U.S. market, a global expansion would enable the agency to take its proven tactics and training methods to a significantly larger audience, enabling them to generate sky-high new revenue.

### Points forts

- The founder has gone the extra step in preparing for this exit by having a 3rd party CPA perform a Quality of Earnings (QoE) report on the company's financials. A QoE is a diligence device used by many buyers during Financial Due Diligence. The report will show the quality of a company's earnings through the eyes of a third-party CPA, providing a detailed analysis of this agency's financial statements, including its income statement, balance sheet, and cash flow statement.

## Infos sur la cession

### A propos de la cession de cette actif

Raison principale de cession	Changement d'activité du dirigeant
Prix de cession	23 000 k€

### Profil d'acheteur recherché

Profil recherché	Personne physique ou morale ou fonds d'investissement
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