



Sponge Software, Inc.



CAPABILITIES STATEMENT

Sponge.io is a team of business technology experts with an average of 20+ years of experience helping organizations marry sales and marketing technology with clearly defined processes. We audit, implement, integrate, and optimize a wide variety of software platforms and streamline operations through process automation. Sponge.io has a proven track record of managing large-scale projects and delivering complex technical solutions on time, enabling our clients to rely on us for mission-critical operations. We are certified in Salesforce, Microsoft Dynamics, Marketo, HubSpot, Pardot, Google Analytics, Google Tag Manager, Salesloft, Outreach, and Unbounce.

COMPANY SNAPSHOT

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CAGE Code: 8Q6R9 | Primary NAICS Code: 561320

CORE COMPETENCIES

System Technicians

- Auditing business technology infrastructure and prioritizing optimizations
- Remodel technology stack: Implement, integrate, and optimize business technology
- Automating systems processes within and between systems
- Auditing data ingestion, processing, and governance
- Migrating and segmenting data
- Systems documentation and training

Business Analysts

- Project Management: Defining project KPIs, timelines, and communication.
- Auditing business operations and organizational processes
- Creating Standard Operating Procedures (SOP) and Service Level Agreements (SLA)
- Creating transparent reports and dashboards in line with organizational requirements
- Process documentation and training

Marketing Expertise

- Digitizing manual marketing processes
- Campaign Development and execution
- Social media marketing and content creation
- Updating digital and email marketing practices to comply with regulatory requirements (HIPAA, GDPR, CCPA)
- Tracking user engagement

CLASSIFICATIONS

NAICS Codes:

- 541613 Marketing Consulting Services
- 561320 Temporary Help Services
- 541618 Other Management Consulting Services
- 541511 Custom Computer Programming Services
- 541820 Public Relations Agencies

PSC Codes:

- DA10 IT AND TELECOM - Business Applications
- 7A20 IT AND TELECOM - Application Development Software
- R425 SUPPORT - PROFESSIONAL ENGINEERING/TECHNICAL
- R704 SUPPORT - MANAGEMENT: Auditing
- R799 SUPPORT - MANAGEMENT: Other

SUCCESS STORIES

- “Sponge.io solved our most complex challenges, including a customer preference center and solution-specific lead scoring. If I ever need martech help again, Sponge.io will be my first call.”

April Rob | TraceLink, Vice President, Content & Demand Generation
- “Bringing on Sponge.io is the best investment I've made. They are leading our automation evolution through their practical knowledge, responsiveness, and ability to seamlessly integrate with my team and our platforms.”

Suzanne DuCasse | Ascensus, Vice President of Marketing

DIFFERENTIATORS

- ✓ **Solving Tough Problems:** Highly experienced, lean team averaging 20+ years of experience in software, marketing strategy, and business operations. Each of us has worked in-house for companies growing 100%+ YOY. We know what it takes to build an organized, scalable infrastructure that supports growth and provides transparent reporting.
- ✓ **Building Trust:** We facilitate the hard conversations between Sales and Marketing, so you can share goals, carve out roles and responsibilities, and work from the same playbook.
- ✓ **Remodeling Systems:** We tackle weekly sprints for your grittiest and most confounding automation problems so everything *finally* works.
- ✓ **Protecting Data Integrity:** We are passionate about empowering data governance within organizations, and we help them automate data hygiene so businesses can make educated decisions based on trusted data.

Move beyond random acts of marketing. Visit sponge.io to learn more.