SPONGE

Sponge IO, LLC

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

Jessica Sprinkel, CEO
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Alexandria, VA
22314

Unique Entity ID: Q2A7JRHVLZE9
CAGE Code: 191B9 | 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

SUCCESS STORIES

> Sponge is my go-to-resource for high touch, high reward digital marketing and martech stack solutions. Professional and consistent, their team delivers.

Heidi Brown | BrownRobinson, Principal

> Bringing on Sponge 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.

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