



Goose Digital Announces Record Growth and Strategic Advancement in 2021

Revenue growth across all key verticals, expanded services to the existing customer base and new customer signings helped fuel the best year in company history.

TORONTO, ON - February 23, 2022 - Goose Digital, Canada's leading marketing performance agency, today announced record growth in 2021 marking the best year in company history. Goose Digital saw a 32% increase in year-over-year revenue while adding over 60 new customers during the calendar year.

Throughout 2021, Goose Digital continued strong growth in B2B/Technology and Finance/Insurance verticals while also recognizing significant increases in Healthcare and Manufacturing industries for both revenue and new customer onboarding. The accelerated growth and execution also helped Goose Digital cross the 200 Customer milestone in October.

"2021 was a pivotal year for Goose Digital. The growth we've achieved from new customers and current customers validates our evolving suite of digital marketing services and the needs of marketers around the world," said Michael Turcsanyi, CEO of Goose Digital. "The demand for marketing talent and marketing-led sales growth continues to outpace the speed companies can hire at. Our flexible service packages make for a compelling alternative for high growth and transforming organizations who want to invest in marketing performance today."

In addition to record revenue growth, Goose Digital also achieved several other notable organizational goals in 2021 including:

- Named #9 of the Top 100 Best Workplaces in Canada by Great Places to Work®
- Earned a 96% Trust Score in the annual Great Places to Work® employee survey
- Achieved Gold partner status with HubSpot
- Maintained Google Premier Partner status as one Canada's leading Google partners
- Strong enterprise platform growth in Adobe Marketo and Salesforce Marketing Cloud

"I'd like to thank our customers for their trust and partnership as we continue to blaze new trails with and on their behalf. We continue to make investments to align our business very closely with the needs of our customers. I also want to recognize the incredible contributions and impact of our team throughout the year," said Turcsanyi. The agency hired over 20% more employees in 2021 and continues to promote from within to support the career aspirations of the team. "Our newest teammates created immediate impact and we've seen impressive growth from our more tenured staff. I'm so proud of the team's ability to maintain and grow our culture during several lockdowns, which I know has been challenging for everyone," concluded Turcsanyi.

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ABOUT GOOSE DIGITAL

Goose Digital is Canada's leading marketing performance agency. We create marketing campaigns that align with business objectives to help organizations drive revenue growth and return on marketing investment. Our marketing services stretch across strategy, digital marketing and acquisition, and marketing operations/technology to deliver the cross-channel, cross-platform experiences modern audiences require. With over 100 certifications and counting, we work with leading marketing technologies and channels like Act-On, HubSpot, Salesforce, Adobe Marketing, Google, Facebook, LinkedIn, and more to bolster B2B and B2C organizations' marketing presence.

Goose Digital has offices in Toronto, Edmonton, and Vancouver. For more information, visit www.goosedigital.com.

CONTACT

Kevin Butler, VP Strategy

kevin.butler@goosedigital.com

(866) 644-6673 Ext. 103

