



2018 Press Kit

# Who We Are



UpCity is the most trusted, and most turned-to, source for small to mid sized businesses seeking marketing agencies and professionals to help them meet expansion and customer acquisition goals. Now in its eighth year, [UpCity](#) covers 300+ local US markets and Canada, ranging from major cities, like New York, to cities of approximately 75,000 people. With 150,000 small-to-medium businesses coming to its marketplace monthly and having vetted and validated over 15,000 agencies, UpCity helps agencies grow and run their businesses, via strategic counsel, scalable revenue and marketing services, and operations tools.

According to a recent [Forrester study](#), close to 75% of people use online search and marketplaces to find services and products, and this trend is impacting business purchases as well, with companies searching an average of 11 times prior to visiting a business site. In addition, online reviews are trusted by businesses 12 times more than product descriptions.

Now time-pressed SMBs have a simple way to find vetted specialists in marketing, Search Engine Optimization (SEO), PPC (pay-per-click), web design and public relations. UpCity has developed a proprietary methodology and algorithm to create clarity for SMBs seeking reliable, strong marketing pros. At the same time, and while offering a path to client reviews and credibility certification badges for those marketing providers, UpCity offers a path to hassle-free growth via a stream of ready-to-act SMBs, much the way OpenTable works for restaurants and Match.com brings together people seeking relationships, based on interests.

# Meet The Team



## Dan Olson, Co-founder & CEO

Dan Olson is co-founder of UpCity, Inc and serves as its Chief Executive Officer. Prior to UpCity, Mr. Olson was an early employee and served as Vice President at Performics, the largest search engine marketing company in the United States. He is active in the Chicago startup community has made investments in U.S. and international firms within security technology and software industries where he can infuse new marketing and operations strategies to unlock incremental value for their stakeholders. Mr. Olson graduated from the University of Notre Dame with a Bachelors of Business Administration and a Concentration in Japanese.



## Jim D'Arcangelo, SVP, Growth Marketing

An award-winning industry leader in the marketing technology space, Jim also has expertise in organizational development and has led multiple teams throughout technology and marketing growth phases, leading to profitability and efficiency (and even better work environments). Jim attended Princeton University, and earned a MS - Marketing from Johns Hopkins University, as well as an MBA from George Washington University, where he also conducted doctoral work in Organization Development.





# The Facts

- Connects small and mid-size businesses with fully vetted marketing professionals -- full-service agencies, web design, Pay-Per-Click (PPC), Search Engine Optimization (SEO), Search Engine Marketing (SEM), Public Relations -- and many other areas of marketing expertise
- Helps drive top line revenue growth for agencies in a scalable manner directly and offering “reseller” services to agencies as well; certifies companies based on reviews and competencies
- Offers white label reporting/project management to help agencies run their businesses better
- Provides timely and value-added insights to agencies and industry verticals through its online content

# The Facts (continued)



- Ranking for over 25,000 local marketing terms across 200 cities in US & Canada
- Representing more than 15 services categories across traditional and digital marketing
- Over 150,000 purchase-intent SMB visitors every month (3x growth YoY)
- Sending over 60,000 clicks to agencies and marketing services companies monthly (5x growth since July, 2017)

## Recent News

2-1-2018 [UpCity Names 2018 Top Agencies Across US](#)

# How To Reach Us

Jim D'Arcangelo

SVP, Growth Marketing

445 North Wells Street, Suite 401

Chicago, IL 60654

[info@upcity.com](mailto:info@upcity.com)

312-445-9615

