

MIRA INFORM REPORT

Report No. :	542301
Report Date :	29.11.2018

IDENTIFICATION DETAILS

Name :	MADISON LOGIC, INC.
Registered Office :	Corporation Trust Center 1209 Orange St, Wilmington, New Castle, De, 19801, USA
Country :	United States
Financials (as on) :	2017 [Summarized]
Date of Incorporation :	21.07.2004
Legal Form :	Corporation
Line of Business :	<ul style="list-style-type: none"> • Subject provides account-based marketing (ABM) services. • Subject offers Activate ABM, a business-to-business (B2B) marketing technology platform that unifies targeted advertising and content syndication with attribution metrics to show real return on investment; provides an ABM platform for B2B marketers to leverage proprietary data, reach, and scale to identify, engage, and convert prospective accounts; and allows marketers to gain insights into their target accounts to personalize their message, optimize their programs, and inform their sales and marketing strategy. The company allows users to identifying their audiences; develop influential marketing content; engage with influencers and decision makers at every stage of the buying process with targeted advertising and content syndication programs; access to real-time analytics and insights; and get reporting and analytics. It also provides content marketing services solutions. In addition, it offers data that provides install base targeting, cross-device targeting, intent data, demographic, firmographic, account data, interaction data, and predictive data solutions.
No. of Employees :	150

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :

B

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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Slow & Delayed
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
United States	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

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Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016, through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

The Federal Reserve Board (Fed) announced plans in December 2012 to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.



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<http://www.miraglobalcollections.com>

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA

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STATUTORY INFORMATION

Legal Name	MADISON LOGIC, INC.
Trade Name	MADISON LOGIC, INC.
ID	ID
ID Details	3832030
Creation Date	2004
Incorporation Date	7/21/2004
Legal Address	Corporation Trust Center 1209 Orange St, Wilmington, New Castle, De, 19801, USA
Operative Address	257 Park Avenue South Floor 5 New York, New York, 10010 USA
Telephone	646-937-5800
Fax	646-937-5801
Legal Form	Corporation
E-Mail	-
Registered In	DELAWARE
Website	www.madisonlogic.com
Contact	TOM O'REGAN, Chief Executive Officer
Staff	150
Activity	NAICS Code: 54184, Media Representatives

BANKS

Name of Bank	Reported Amount
BANK OF AMERICA	

HISTORY

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History

The company was incorporated in 2004 and is based in New York, New York with an additional office in London, United Kingdom.

Key Developments

Madison Logic Appoints Jenn Steele as Chief Marketing Officer

Sep 11 18

Madison Logic announced that Jenn Steele has joined the company as Chief Marketing Officer. In this role, Steele will report directly to the company's CEO Tom O'Regan. She comes to Madison Logic from Bizible, recently acquired by Marketo. At the company, Steele will be responsible for enhancing the company's global reputation as the category leader in account-based marketing solutions and for positioning ActivateABM as the most comprehensive global account-based marketing platform available for B2B marketers looking to accelerate pipeline and drive revenue. Steele joins Madison Logic as the company rolls out its self-service account-based marketing platform, ActivateABM Direct, which makes the same powerful solution used by the enterprises available to companies of all sizes.

Madison Logic Partners with Bizible to Uncover ROI for B2B Marketers

Mar 13 18

Madison Logic announced that through its partnership with Bizible PGI has experienced remarkable ROI. The integration between Madison Logic and Bizible uncovered the direct correlation between ABM marketing and sales conversions that drive growth for the PGI business. Both Madison Logic and Bizible are dominant players in account-based marketing and attribution that work together to define the space and help customers make better decisions. By leveraging the strengths of the two companies, PGI immediately uncovered the value of their ABM campaigns. The marketing team at PGI adopted an ABM strategy to increase their impact on the bottom line. To ensure this new strategy was effective, when an opportunity closed and became a customer, PGI wanted to be able to accurately track revenue back to the marketing efforts that made an impact along the journey. Through the integration of Madison Logic's ActivateABM platform and Bizible's every-touch attribution, the PGI marketing team discovered that their Madison Logic ABM campaigns generated 16X the opportunity value compared to what previous reporting had shown. Bizible reporting also proved

that their Madison Logic investment achieved 350% ROI. Not only were they able to prove the value of their Madison Logic ABM campaigns, PGI's marketing team also could make impactful optimizations with this new ROI performance data. PGI now uses full-funnel attribution data to inform decisions, such as how to optimize and where to allocate budgets. This latest partnership represents the next stage of Madison Logic's integration in the martech stack, building on their recent announcement of marketing automation and CRM integrations, with Marketo and Salesforce respectively, solving the need for full-funnel attribution and visibility into how marketing programs are performing.

**Madison Logic Announces Executive Changes
Aug 8 17**

Madison Logic announced the appointment of co-heads of global sales, with Glenn Brien assuming the SVP of International Sales role and Mike Burns coming aboard as SVP of Sales for North America. The company also has promoted Sonjoy Ganguly to Chief Product Officer. These moves pave the way for the opening of a new office in Dublin, Ireland, to support continued international growth. Brien will now lead international sales, leveraging his extensive B2B software sales experience and managing a team that has doubled in size across Ireland, London and Singapore. As co-head, Burns will run Marketing and Sales for North America, lending his years of sales executive management experience for XpertHR USA, the HR software division of RELX Group.

The company operates as a subsidiary of:
Clarion Capital Partners
527 Madison Avenue
10th Floor
New York, NY 10022
United States

Parent Company

PRINCIPAL ACTIVITY

General Description

Madison Logic, Inc. provides account-based marketing (ABM) services.

Service/Product Description

It offers Activate ABM, a business-to-business (B2B) marketing technology platform that unifies targeted advertising and content syndication with attribution metrics to show real return on investment; provides an



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 Website : http://www.mirainform.com
 http://www.miraglobalcheck.com
 http://www.miraglobalcollections.com

ABM platform for B2B marketers to leverage proprietary data, reach, and scale to identify, engage, and convert prospective accounts; and allows marketers to gain insights into their target accounts to personalize their message, optimize their programs, and inform their sales and marketing strategy. The company allows users to identifying their audiences; develop influential marketing content; engage with influencers and decision makers at every stage of the buying process with targeted advertising and content syndication programs; access to real-time analytics and insights; and get reporting and analytics. It also provides content marketing services solutions. In addition, it offers data that provides install base targeting, cross-device targeting, intent data, demographic, firmographic, account data, interaction data, and predictive data solutions.

Sales

Wholesale

Operations Area

National and International

Employees

150 EMPLOYEES

Payments with Suppliers

Slow & Delayed

Brands

Brand

Comments

Madison Logic

-

Clients

Name of Client

Country

Comments

There are no informed clients

Comments

It serves technology, marketing, human resources, and financial services industries.

Suppliers

Supplier Name

Country

Comments

There are no informed suppliers

Comments

-

LOCATION

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Headquarters	257 PARK AVENUE SOUTH FLOOR 5 NEW YORK, NEW YORK, 10010 USA
Branches	Madison Logic San Francisco 353 Sacramento Street, Floor 8, San Francisco, CA 94111 USA
	Madison Logic Boston 51 Melcher Street, Suite 114 Boston, MA 02210 USA

GROUP STRUCTURE AND SUBDIARY COMPANIES

Listed at the stock exchange	NO
Capital	NA
Shareholders (%)	The company does not disclose information on shareholders. The following information has been provided by private sources: The company operates as a subsidiary of: Clarion Capital Partners 527 Madison Avenue 10th Floor New York, NY 10022 United States
Management	Mr. Thomas O'Regan, CEO & Director Mr. Vin Turk, Co-Founder & COO Mr. Gary Starr, Chief Financial Officer Mr. Dennis Syracuse, Chief Marketing Officer and General Manager Mr. Thomas Koletas, Senior Vice President of Advertising Sales Diane Bibas, Accounts Receivable Manager No subsidiary companies were found.
Subsidiary Companies	
Related Companies	Madison Logic UK 0 Stamford Street London SE1 9LQ, England
	Madison Logic Dublin The Brickhouse, Clanwilliam Court, Block 1, Lower Mount Street, Grand Canal Dock, Dublin, Ireland
	Madison Logic Singapore 71 Robinson Road, Singapore 068895

FINANCIAL INFORMATION

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	USD 2017
Sales	23.100.000
Money Flow	Normal
Import Fob Dollar Year	Amount
There are not Import Fob Dollar informed	
Export Fob Dollar Year	Amount
There are not Export Fob Dollar informed	

LEGAL FILINGS

Lawsuits	No records found.
Trademarks	<p>REGPAL Advertising Services, Marketing Services, Business Consulting Services, Lead Generation Services Owned by: Madison Logic, Inc. Serial Number: 85270537</p> <p>DATA MATCH Advertising services; Business consultation services; Marketing services; Providing demand creation and lead generation... Owned by: Madison Logic, Inc. Serial Number: 85537334</p> <p>DATA MATCH BEHAVIORAL ANALYTICS Advertising services; Business consultation services; Marketing services; Providing demand creation and lead generation... Owned by: Madison Logic, Inc. Serial Number: 85702302</p> <p>DATA MATCH AUDIENCE ANALYTICS</p>

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Advertising services; Business consultation services;
Marketing services; Providing demand creation and
lead generation...

Owned by: Madison Logic, Inc.

Serial Number: 85702333

DATA MATCH LEAD RETARGETING

Advertising services; Business consultation services;
Marketing services; Providing demand creation and
lead generation...

Owned by: Madison Logic, Inc.

Serial Number: 85702345

INSTANT NURTURING

Advertising services; ad-serving services; lead
generation services; business consultation services;
marketing services;...

Owned by: Madison Logic, Inc.

Serial Number: 85796573

LEAD BIDDING SYSTEM AND METHOD

Publication number: 20140074552

Abstract: A lead bidding system and methods allows
users to bid on leads based on dynamically qualified
electronically transmissible documents and
dissemination of those leads. The system and
methods reduce the barrier to conversion associated
with interacting with electronically transmissible
documents and also provides a technique to create
customized leads.

Type: Application

Filed: September 10, 2013

Publication date: March 13, 2014

Applicant: Madison Logic, Inc.

Inventors: Eric Matlick, Cynthia Hyunh, Vincent Henri
Lucien Turk, Tai Denh Mong

SYSTEM AND METHOD FOR ASSET INTEREST DETERMINATION

Publication number: 20140074773

Abstract: A system for generating applicable
electronically transmissible documents includes an
applicability service that determines electronically
transmissible documents from an electronically
transmissible document reference library that are
most likely to result in revenues when provided to the
user of a website. The applicability service may
determine the applicable electronically transmissible
documents based upon a number of specifications
provided by a website publisher, the electronically

Patents Registered

Renewals	transmissible document provider, an electronically transmissible document owner, and/or the user accessing the website. Type: Application Filed: September 10, 2013 Publication date: March 13, 2014 Applicant: Madison Logic, Inc. Inventors: Eric Matlick, Oleg Khavronin, Vincent Henri Lucien Turk, Eugene Livchits No records found.
UCC (Uniform Commercial Code)	No records found.
OFAC Sanctions List Search	The company is not listed in the OFAC Sanctions List.

SUMMARY

Summary	Founded in 2004, MADISON LOGIC, INC. is an organization in the Media Representatives Industry headquartered in New York, NY. The company has 150 regular employees and generates an estimated USD\$23 million in annual revenue. It operates nationally and internationally. It is active in business with a HIGH credit risk.
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RISK INFORMATION

Debts	Medium
Payments	Slow & Delayed
Cash Flow	Normal
State	Active

INTERVIEW

First Name	Paul
Position	-



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Website : <http://www.mirainform.com>
<http://www.miraglobalcheck.com>
<http://www.miraglobalcollections.com>

Comments

He confirmed the name of the company, the address of the headquarters and location, the date of creation of the company, the website and the name of the Chief Executive Officer.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 70.69
UK Pound	1	INR 90.14
Euro	1	INR 79.87
US Dollar	1	INR 69.93

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIY
Report Prepared by :	TPT

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)