



CASE STUDY:
ExactTarget
 Indiana

“As a fast growing company, we knew it was important to retain an economic development advisory services firm that understood the importance of timing and could lead us through the complex incentive procurement process. Ginovus’ guidance and project management skills enabled ExactTarget to continue to grow and excel by focusing on its core business, while being confident that our project was in experienced hands. I would recommend Ginovus to any growing technology firm.”

- SCOTT DORSEY, Chief Executive Officer, ExactTarget

In 2004, ExactTarget was establishing a new headquarters facility in downtown Indianapolis, Indiana. The firm had less than 60 employees at the time and expected to create upwards of 101 new jobs. Ginovus provided location modeling and economic development incentive procurement and management services for the company’s first expansion, which included an investment of \$3.6 million. This was the first in a series of headquarters and operations expansion projects on which we partnered.

Additional expansions occurred in 2007, 2008, and 2010. The 2010 project included a \$71.7 million dollar investment and 500 new jobs. Ginovus continues to provide location modeling and economic development incentive procurement and management services to ExactTarget to support their growth.

2004 PROJECT PARAMETERS:

Capital Investment: 3.6 Million
 New Jobs: 101
 Square Footage: 25,832

**TOTAL INCENTIVES AWARDED
 IN EXCESS OF \$1.7 MILLION**

2007 PROJECT PARAMETERS:

Capital Investment: \$14.3 Million
 New Jobs: 90
 Square Footage: 38,500

**TOTAL INCENTIVES AWARDED
 IN EXCESS OF \$2.1 MILLION**

2008 PROJECT PARAMETERS:

Capital Investment: \$23.1 Million
 New Jobs: 300
 Square Footage: 50,000

**TOTAL INCENTIVES AWARDED
 IN EXCESS OF \$4.9 MILLION**

2010 PROJECT PARAMETERS:

Capital Investment: \$71.7 Million
 New Jobs: 500
 Square Footage: 50,000

**TOTAL INCENTIVES AWARDED
 IN EXCESS OF \$15.9 MILLION**



CASE STUDY:

ExactTarget
California

ExactTarget, a leading global provider of on-demand email marketing and interactive marketing solutions, has acquired three companies, launched an international division with operations in the UK and Australia and added more than 600 employees since its start 10 years ago.

Since 2003, Ginovus has provided location modeling and economic development incentive procurement and management services in support of the company's growth, most recently in San Francisco, where ExactTarget plans to invest in excess of \$5.2 million while adding more than 47 jobs.

PROJECT PARAMETERS:

Capital Investment: \$5.2 Million

New Jobs: 47

Square Footage: 14,000

TOTAL INCENTIVES AWARDED IN EXCESS OF \$1.3 MILLION