

Demac Media Becomes Bounteous Canada, Dramatically Expands North American Presence

Acquisition brings together leadership in eCommerce, Digital Marketing, and Customer Experience

TORONTO & CHICAGO — Nov. 5, 2018 — Demac Media, Canada's largest and most established eCommerce agency, today announced it has been acquired by [Bounteous](#), a leading digital services provider headquartered in Chicago. Demac Media will rebrand coincident with the transaction as [Bounteous Canada](#).

The new Bounteous brand unites the companies' U.S. and Canadian offerings under one identity with a shared mission to create big-picture digital solutions that drive growth for clients. Bounteous Canada brings its deep expertise in digital commerce solutions to the North American enterprise, leveraging more than a decade of experience across hundreds of leading companies including Sleep Country, Staples Canada, and the Government of Alberta. Bounteous Canada leverages strategic partnerships with world-class commerce platforms including Adobe/Magento, Shopify, and Workarea. With the acquisition of Demac and the integration of all companies under one unified brand, Bounteous now employs approximately 400 people across offices in Chicago, Pittsburgh, San Francisco, Denver, Berlin, and Toronto.

"Bounteous Canada is dedicated to being the best customer experience, eCommerce, and strategic partner for clients across North America," said Mike Brown, who joins Bounteous Canada as its new President with the acquisition. Brown is the former Chief Growth Officer for ICF Olson and President of its Canadian subsidiary, where he built what began as a small mobile technology startup into one of the country's top digital agencies, and subsequently guided it through two successive acquisitions. "By aligning with the strength of Bounteous, we're able to both expand the reach of our eCommerce leadership into the U.S., and also strengthen the complementary capabilities that can deliver results for our Canadian partners."

"The best digital brand experiences are created when we activate the abundance of data and insights across all the digital touchpoints that permeate our lives. Everything we do is designed to optimize that flow so we can create big-picture digital solutions that drive results for our clients," said Phil Hollyer, Bounteous co-founder and CEO.

Keith Schwartz, Bounteous co-founder and President, added, "We are fueled by the boundless energy, passion, and pure talent that flows through our team. Now one company united by a shared set of values, we'll continue to provide top-notch client service, deep critical thinking, flawless execution, and excellent business results to our valued clients and partners."

In November 2016, Bounteous announced [its partnership with private equity firm Mountaingate Capital](#) to accelerate growth through acquisitions, talent additions, international expansion, and increased services. Since that time, Bounteous has acquired LunaMetrics, a Google Analytics and digital marketing consulting firm, and Infield Digital, a customer experience management solutions firm partnering with Adobe, Magento, Elastic Path, and Digital River. Bounteous Canada is the largest Magento Gold partner in Canada and one of the top Magento partners globally.

Matt Bertulli founded Demac Media in 2008 and is a recognized thought leader in digital commerce ecosystems. In January 2017, he began building Pela Case — an online retailer of biodegradable phone cases — as a business incubated within Demac. Pela Case was initially

an opportunity to experiment with new tactics for eCommerce and digital marketing, and those efforts began to pay off immediately. In 2018, Bertulli made the decision to focus his attention on that business and establish a new headquarters in Kelowna, British Columbia. Bertulli will continue to be part of the Bounteous Canada family as an advisor and subject-matter expert.

About Bounteous Canada

[Bounteous Canada](#) is the country's largest and most established eCommerce agency, with more than a decade of experience helping hundreds of enterprises sell more and drive deeper engagement online. The company leverages strategic partnerships with the world's leading digital commerce platforms and expertise across strategy, customer experience, eCommerce, and digital marketing solutions for top merchants including Domino's Canada, Staples Canada, Sleep Country, and the Government of Alberta. For more information, please visit www.bounteous.ca.

For the most up-to date news, follow Bounteous Canada on [Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#).

About Bounteous

Founded in 2003 in Chicago, [Bounteous](#) delivers comprehensive strategy, customer experience, engineering, eCommerce, analytics, and digital marketing solutions to leading Fortune 1000 companies. The company helped build Domino's Pizza into one of the world's most successful eCommerce brands and serves as the agency of record for Domino's Canada. It was recognized as 2018's Adobe Emerging Partner of the Year, and is an Acquia Preferred Partner and Google Marketing Platform Sales Partner. For more information, please visit www.bounteous.com.

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Press Contact

Bounteous
Sarah Baker
(773) 296-2600
sarah.baker@bounteous.com
