

2023

INTUITIVE DIGITAL

IMPACT REPORT

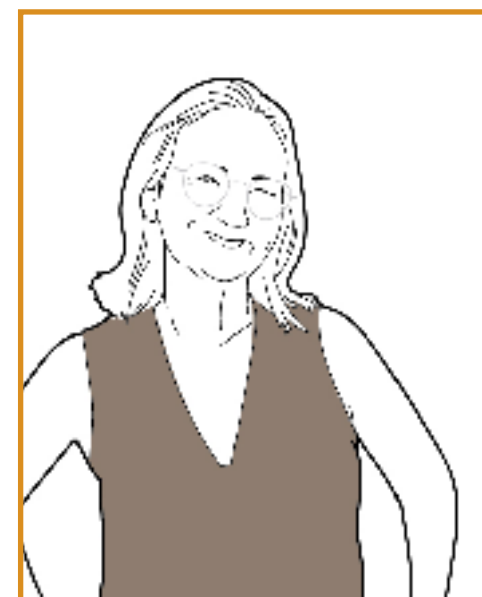




Nick Footer
CEO & Cultivator
of Happiness



Alysha Schultz
VP of Marketing
& Culture



Anish vonAshlefeld
Director of Special
Projects



Devon Brown
VP of Partner
Services



Dan Auerbach
Chief of Staff

INTRODUCTION

Hey There!

We're Intuitive Digital, a B Corp-certified Digital marketing agency.

Our purpose is to Inspire Change: by setting the standard for digital marketing agencies through putting our people first, partnering with organizations that seek to make a positive impact in the world, and creating marketing campaigns that cause no harm.

That's a lofty goal, from a small agency. The following pages of this report evaluate the reality of our impact against our intentions, and track our progress on our current impact goals.

Land Acknowledgement

At Intuitive Digital we acknowledge that the places we live and work are on land stolen from the original Indigenous people who were the first inhabitants of this country. This currently includes but is not limited to, the following tribes and peoples: Siletz, Wasco, Clackamas, Chinook, Arapaho, Cheyenne, Ute, Cowlitz, Shawandasse, Tula, Myaamia, Sioux, Kalapuya, O'odham, Hohokam, Chumash, Salish, Blackfeet, Cherokee, Muskogee, and Kickapoo.



ABOUT US

Founded in 2012 by Nick Footer, he had a vision for a different kind of agency. One who still did incredible work to help its customers grow, but without burning out his staff or compromising his morals to make a profit.

We first became B Corp certified in 2020, scoring 82, just meeting the 80-point minimum for certification. Since then we've been working hard to improve our environmental practices, better support our team, and engage our industry and community in making digital marketing careers, and the work it produces more equitable.

We are proud to have recently completed our first B Corp Recertification with a 21-point increase!

103.4

Impact Score - Increased from 82.3 (2020)

BUSINESS & PARTNERS

We are committed to working with organizations that value their people, are conscious about their environmental footprint, and know that collaboration and trust are the foundation for any successful venture.

We're honored to work with organizations in a variety of verticals, working to change the status quo in their industry.



4.8

Service rating on Google



9 YEARS

Longest Current Partner Relationship

60

Current web and service partners as of 12.30.23



8.31%

Year-over-year growth percentage

21.43%

Partners that are either B Corp, nonprofit, women or BIPOC owned/founded



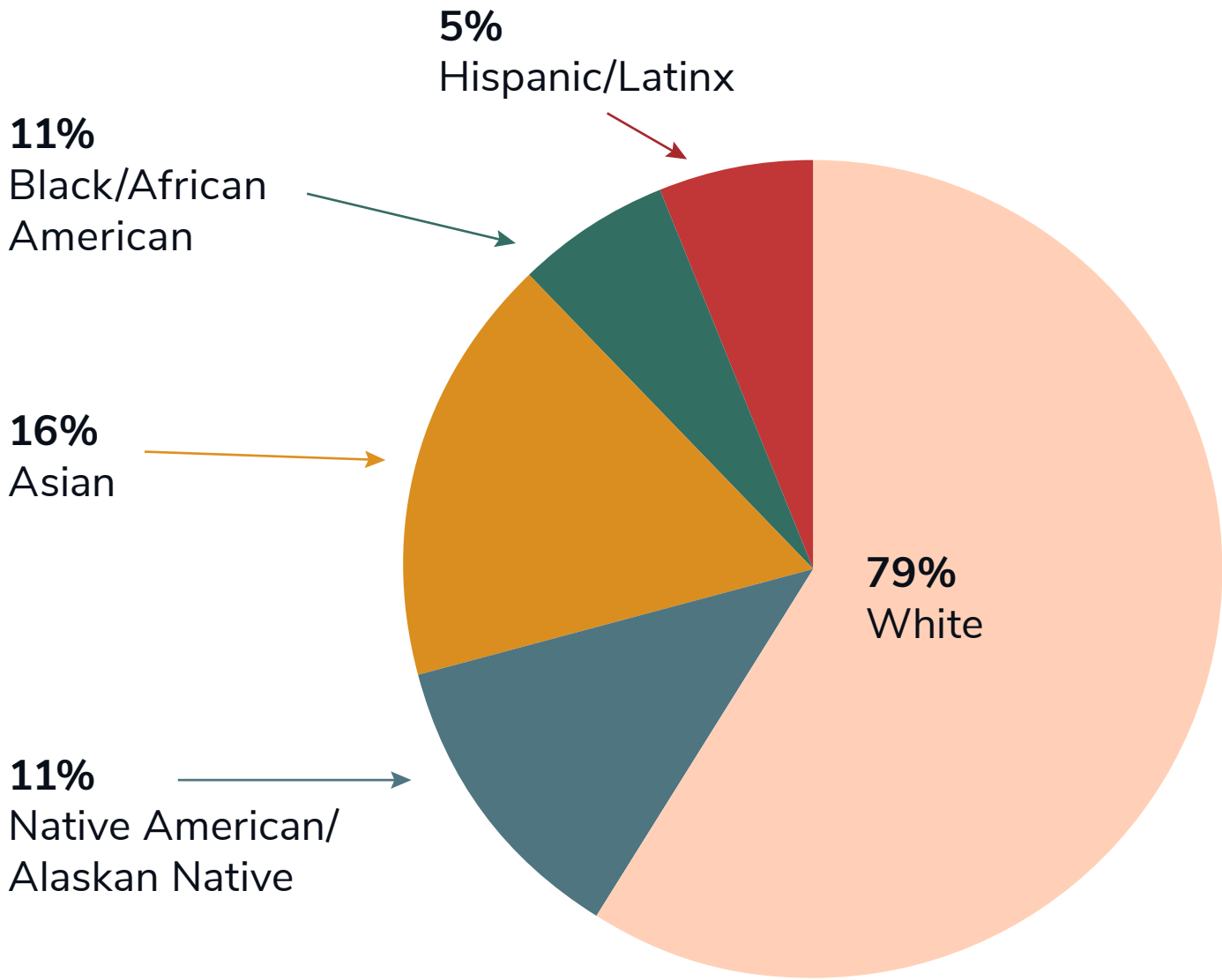
TEAM

“The average North American will spend about 90,000 hours working in their lifetime.” We think that time should be spent in an environment you feel comfortable, and with people you know care about you. That’s why culture is such an important part of Intuitive Digital, and we dedicate paid work time to our team learning and laughing together. Whether that’s time learning about financial wellness or doing a virtual murder mystery; building trust, and leaving room for fun is core to who we are.

200+ Paid hours spent in team bonding or wellness activities.



TEAM: BY THE NUMBERS



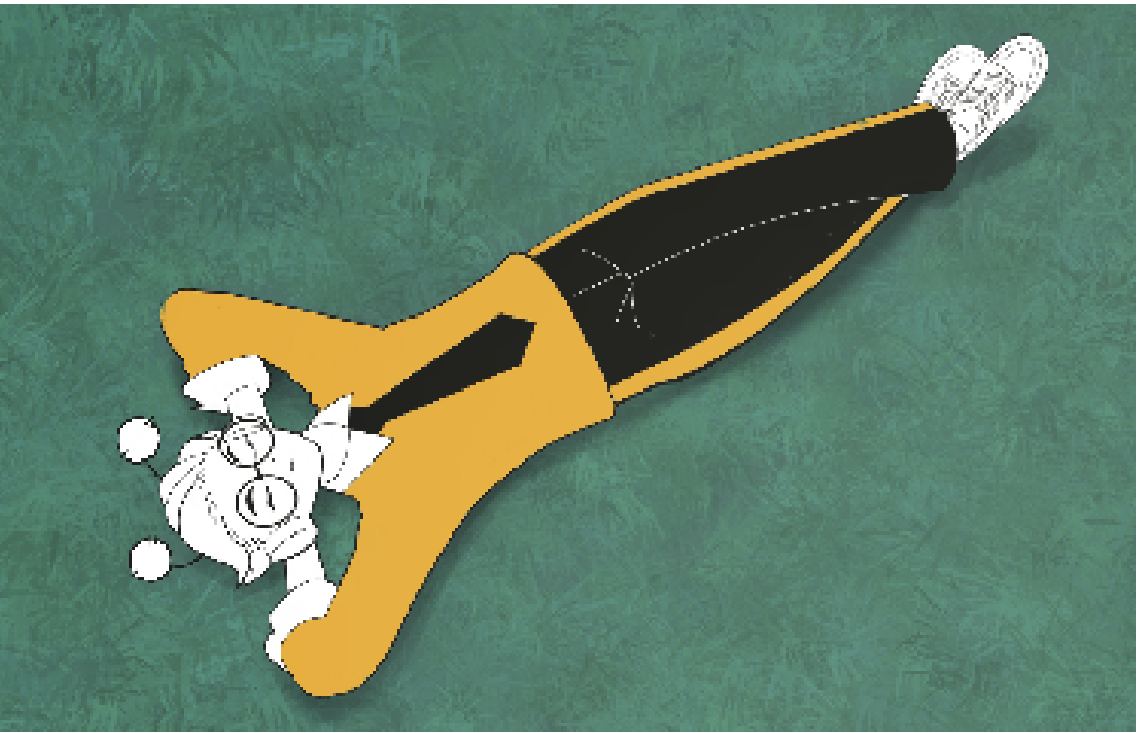
2023 Employees by Race

79% identify as White
11% identify as Native American or Alaska Native
16% identify as Asian
11% identify as Black or African American
5% identify as Hispanic or Latinx
***23% of our staff identifies as biracial**

Gender Representation



94% cisgender
5% trans/nonbinary



458

PTO days for 2023



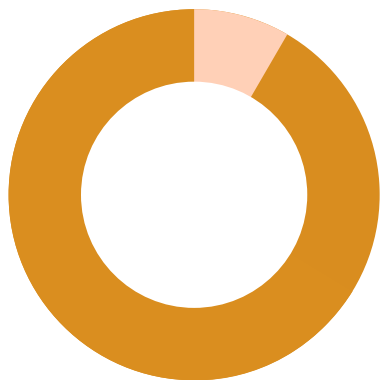
95%

of team enrolled in 401k.
Since 2013 Intuitive has
matched \$199,895



\$20K

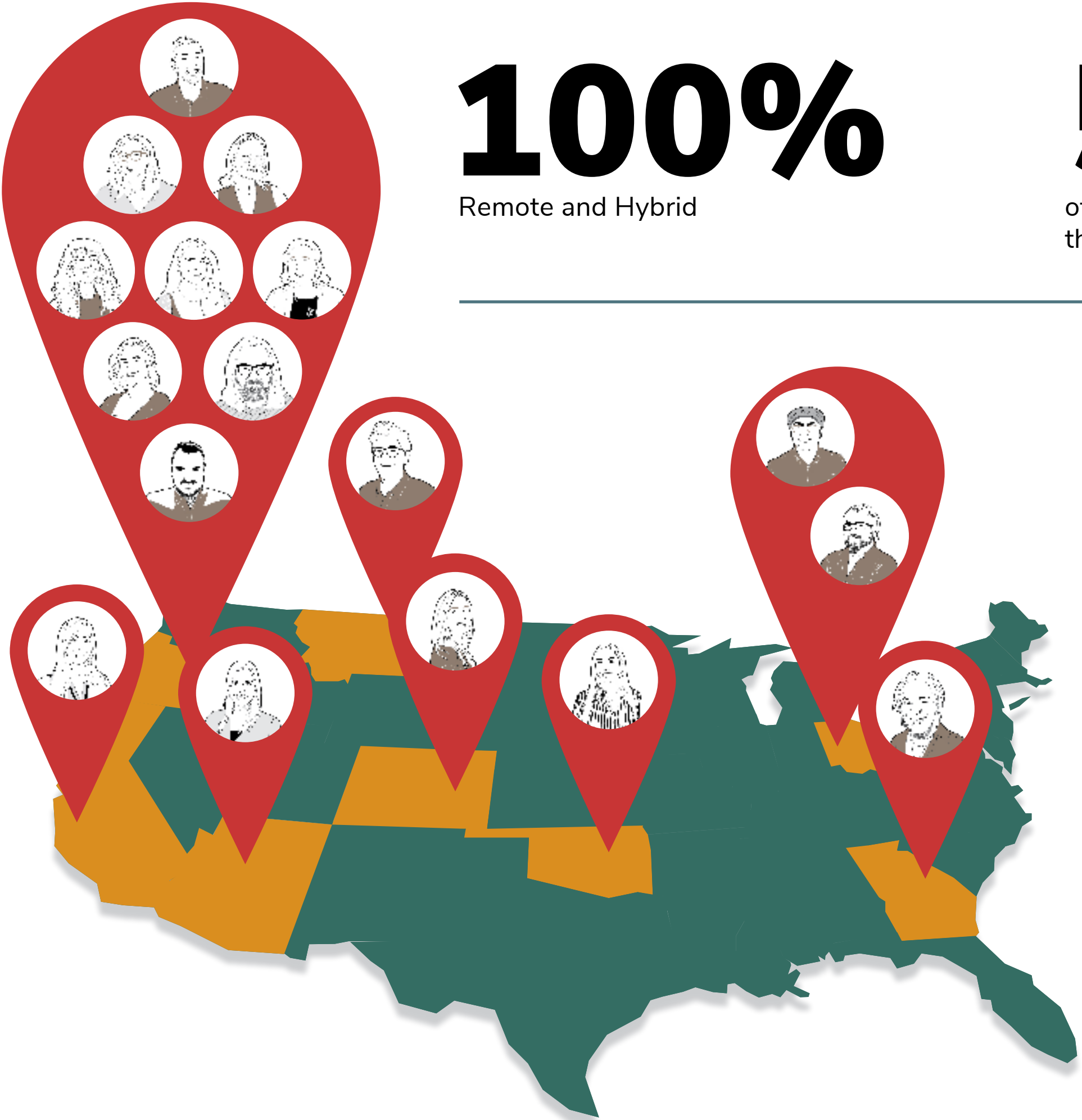
in 2023 team bonuses



94.44%

Team Retention

TEAM: BY THE NUMBERS



100%

Remote and Hybrid

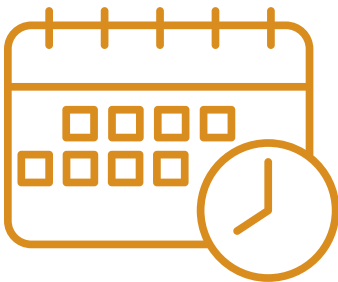
58%

of the workforce located in the state of Oregon.



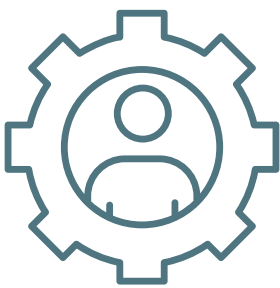
4.9 STARS

Glassdoor ratings - 32 reviews, 100% CEO Approval as of 1/31/24



3.5 YEARS

Average Employee Retention



66.6%

of Management & Leadership Team are Female or Nonbinary





COMMUNITY

At Intuitive Digital, we're committed to supporting our community. We are active members of our B Local, Portland Means Progress, and SEMPDX. We also partner with groups like Portland Workforce Alliance to educate kids about digital marketing careers and opportunities.

We conduct regular free webinars about various digital marketing topics to reduce knowledge gatekeeping in our industry and provide education and resources to individuals and businesses in need.

We offer quarterly PTO specifically for team members to do volunteer work, and always make time for a community project when we can all gather together in person.






The Costs of Outdated Website Design

By Intuitive Digital

Is your website design working for you or against you?

Thursday, June 22nd
10:00 AM - 11:00 AM PT
Virtual Webinar

[Save Your Spot](#)



Yitzchak Young
Growth Strategist



COMMUNITY: BY THE NUMBERS



\$2,750

2023: Direct Donations to nonprofits



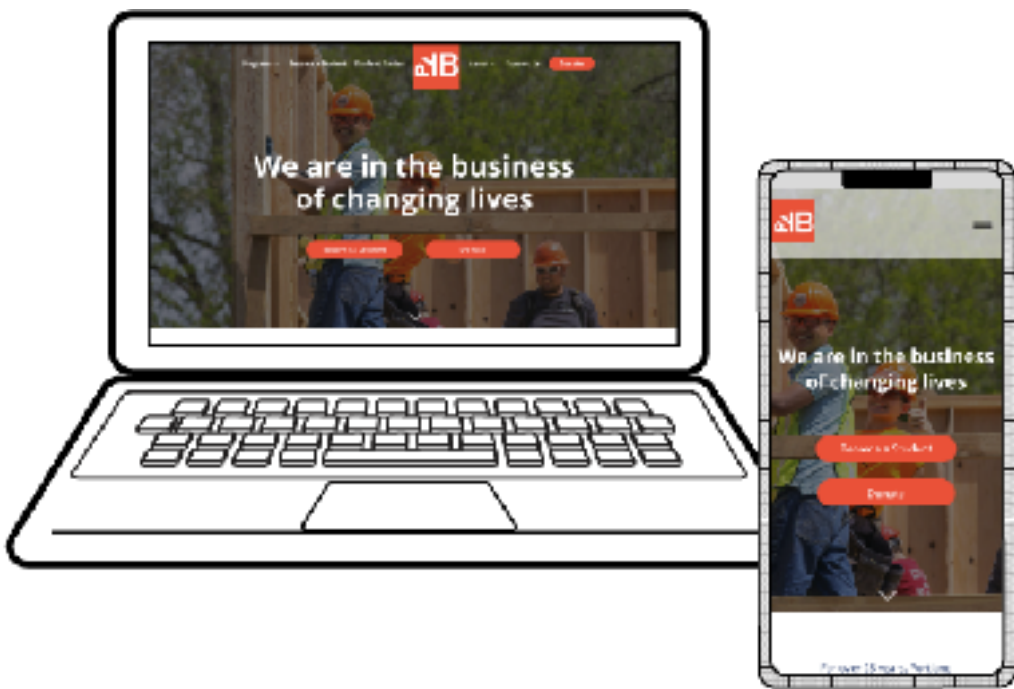
\$1,155

donated to various nonprofits since 2020 through the Bonusly app



Volunteer PTO - **Total 104 Hours**

- Children's Book Bank
- Destiny Helpers
- I Am A Scientist
- Albina Coop Garden
- Oregon Area 58
- Star Voting
- United Pet Fund



597 HOURS

hours of probono work to various nonprofits donated since 2019

- Urban League of Portland
- I Am A Scientist
- Portland Youth Builders
- Rebuilding Center



\$15,000

given to students through our **Inclusion In Digital Marketing Scholarship** since 2019



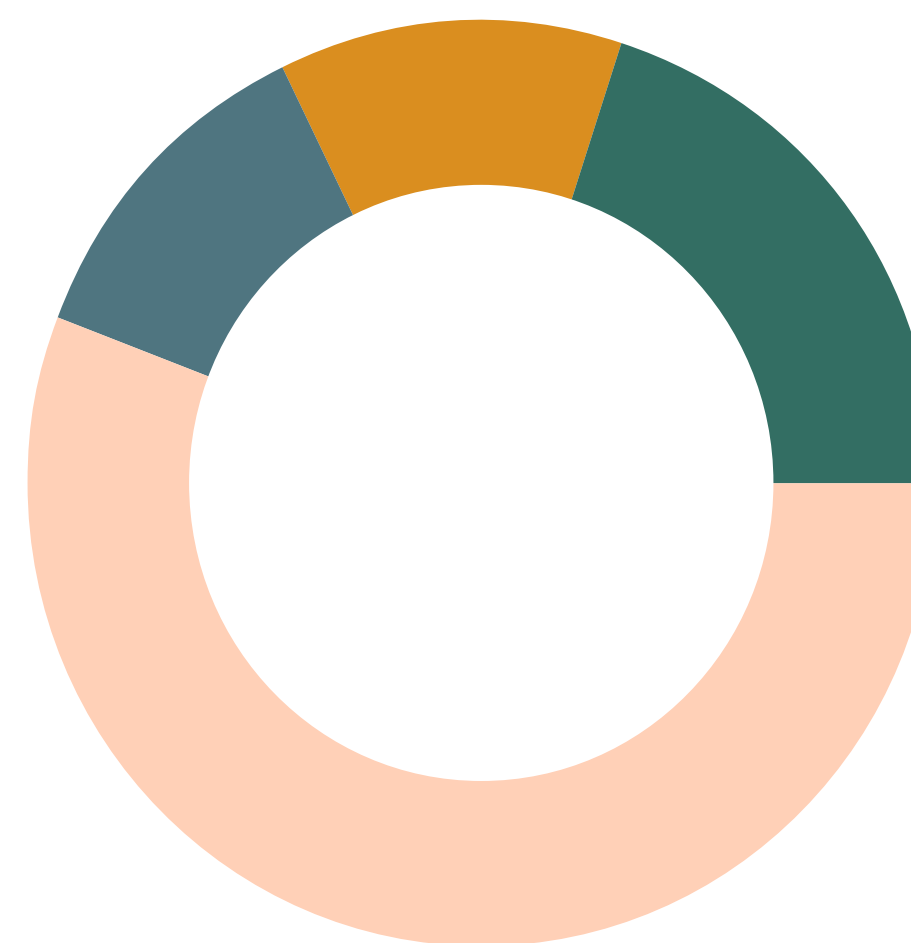
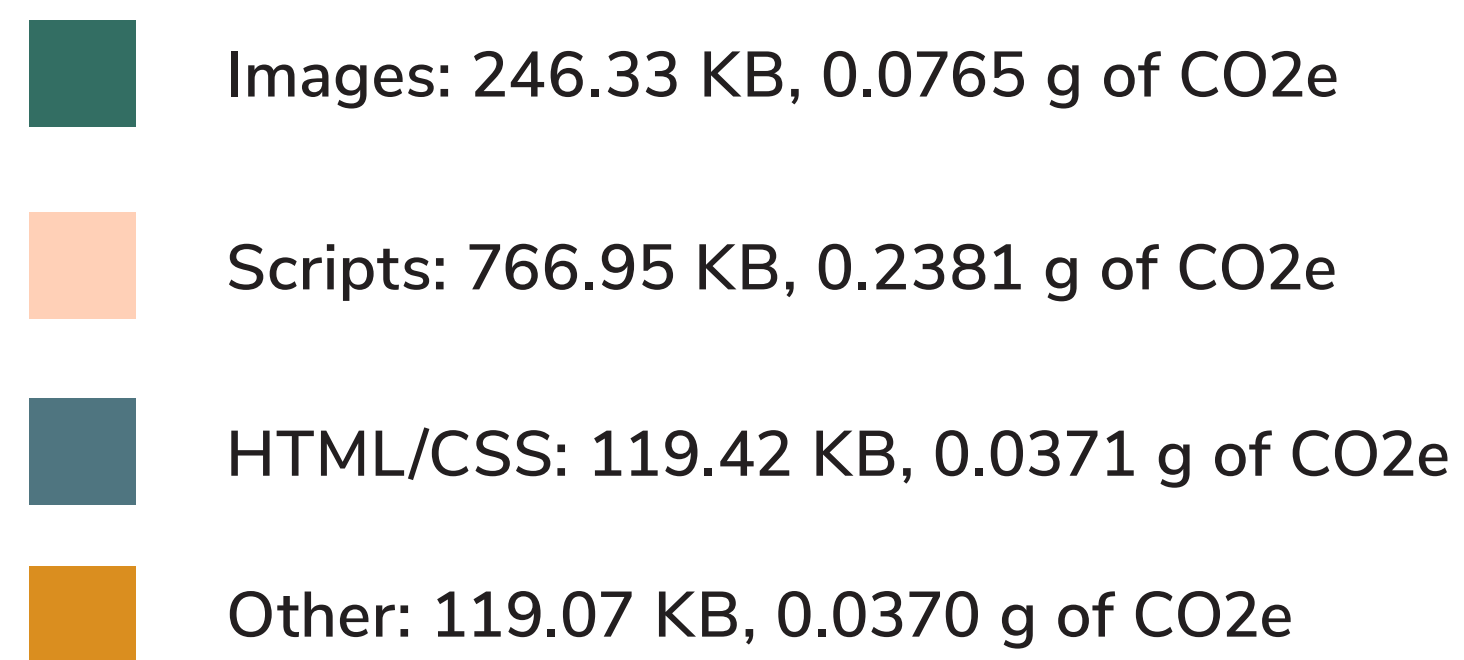
ENVIRONMENT



64%

More sustainable than
the average site

Website Sustainability Score:
86/100.



As a services company, the vast majority of our environmental footprint is in energy usage and travel. Going fully remote helps us massively reduce our carbon footprint. And we are working to further understand and control our digital carbon footprint by utilizing green web hosting services for ourselves and all our web partners.



12,500 kilograms of carbon
not put into the air by going
fully remote



Direct Emissions
Carbon Neutral since 2020

GOALS



Become an employee owned business.

Fully embracing the stakeholder capitalism movement of B Corp! We're working towards becoming an employee-owned business by no later than 2028.

Carbon Neutral by the end of 2025.

Over the next few years, we are focused on better understanding the environmental footprint created from our work in the digital space and becoming a truly carbon neutral business by the end of 2025.

Intentional inclusion on management team.

We've made a lot of progress towards diversity and inclusion in our company as a whole, but we need to improve that in management positions. Working with our DEIB consultant to create and implement a path for more inclusion on our management team. We'd like at least 40% of our management/leadership to be BIPOC and/or LGBTQ+ by 2025.