



# 2022 INTUITIVE DIGITAL IMPACT REPORT



# Introduction

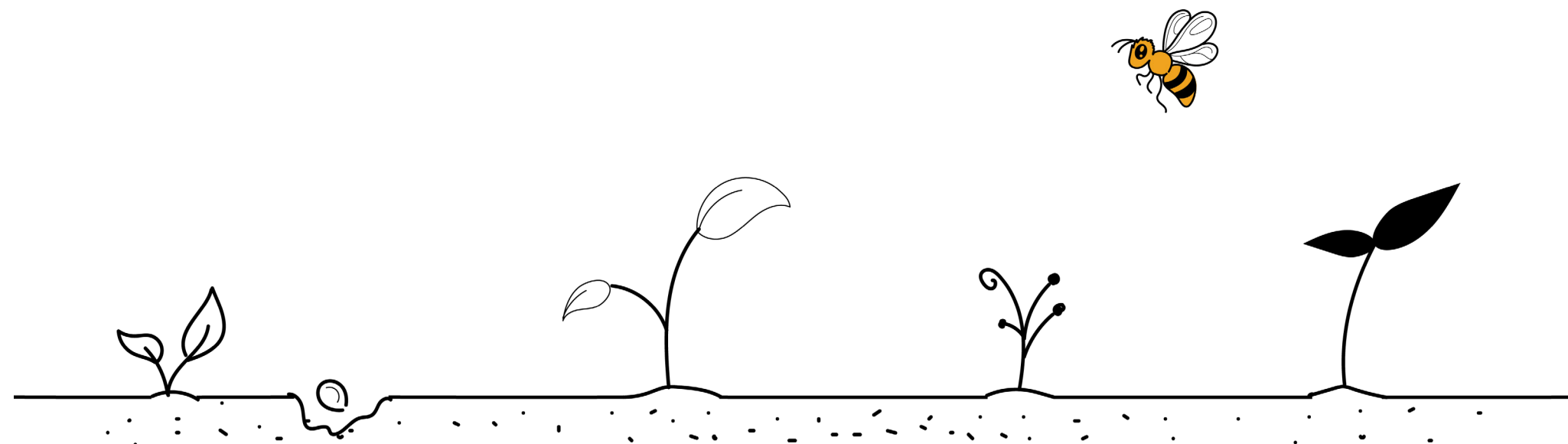
Hello!

We're Intuitive Digital, a B Corp-certified digital marketing agency specializing in SEO, Paid Media, and Web Design and Development Services.

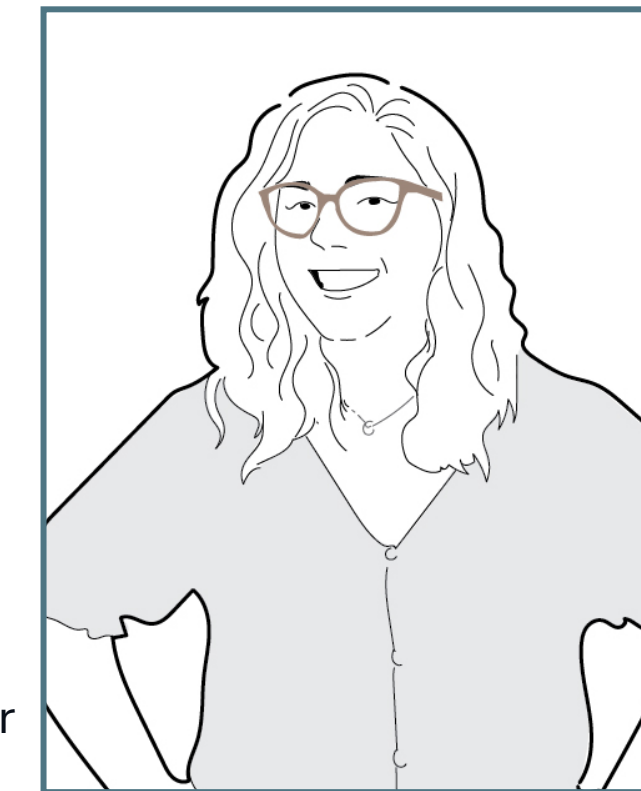
We have big ideas about the impact a small company can make when they have a clear vision and are committed to the work.

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.

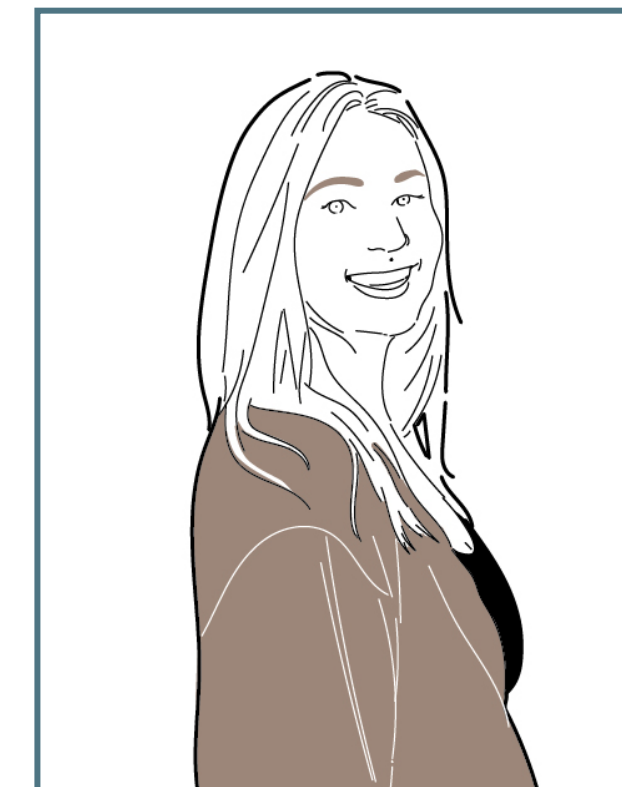
The following report will highlight the areas in which we're walking our talk and the areas we need to focus more on in the coming years.



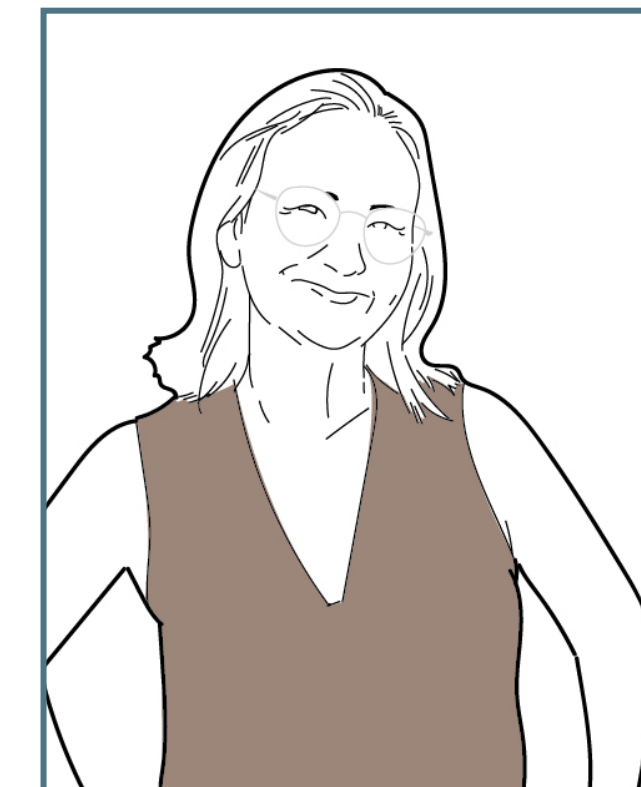
**Nick Footer**  
CEO & Cultivator  
of Happiness



**Alysha Schultz**  
VP of Marketing  
& Culture

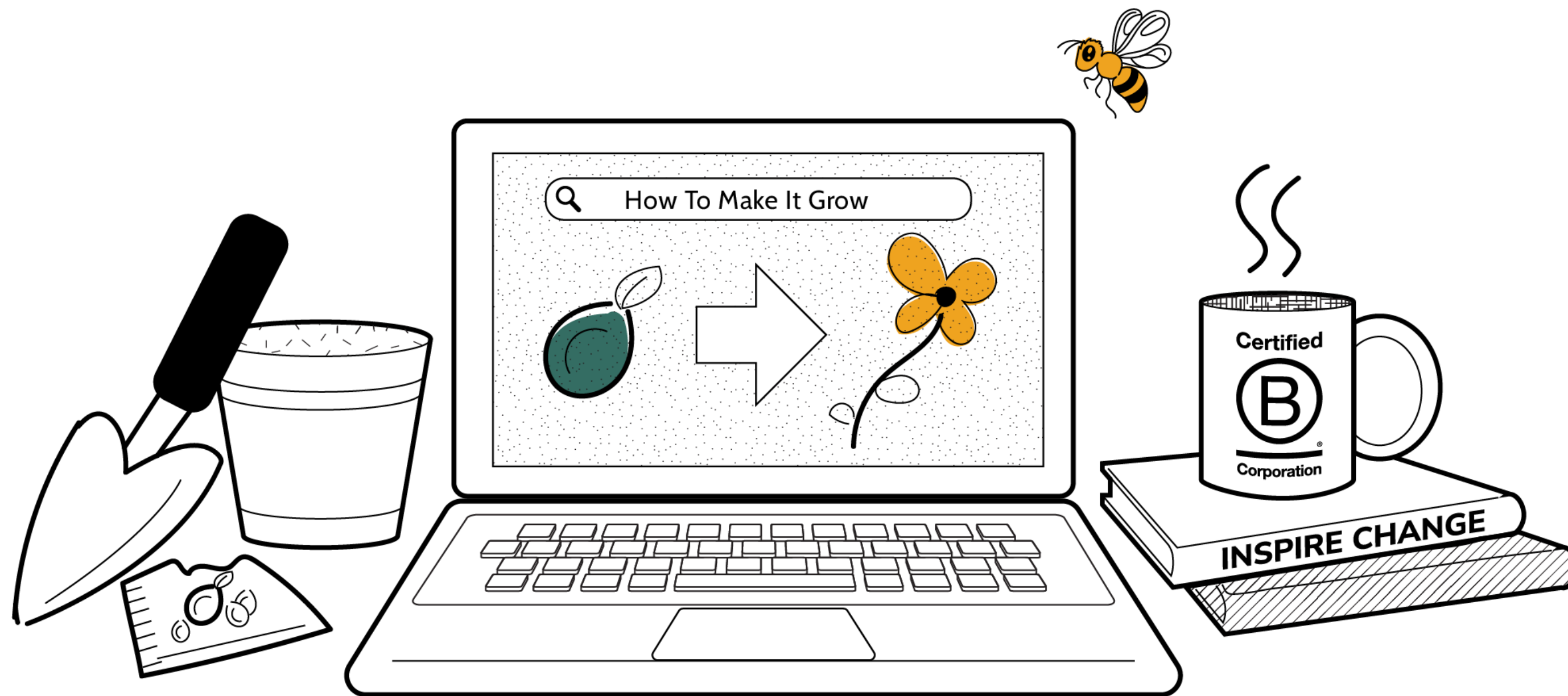


**Devon Brown**  
VP of Partner  
Services



**Anish vonAhlefeld**  
Director of  
Special Projects

# About Us



Founded in 2012 by Nick Footer, he dreamed of making a new kind of agency. One where employees have a healthy work-life balance while creating meaningful work that can help make a difference in the world.

We celebrated 10 years in business this past summer and are recertifying for our B Corp status at the end of 2023. We've spent the last 3 years focusing on improving our employee benefits, creating a more inclusive workplace that supports employees of all backgrounds, and is an empowering place that enables team members to grow.



# Business & Partners

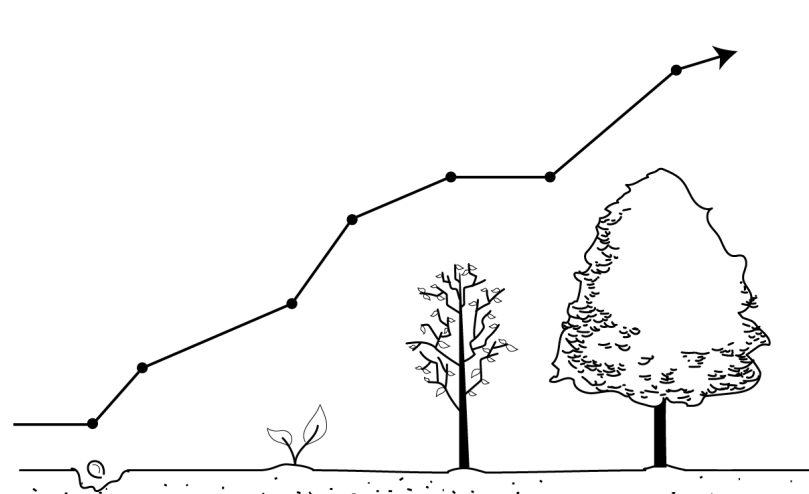
We are committed to working with organizations that value their people, are conscious about their environmental footprint, and know that collaboration and trust are the foundation for any successful venture.

If the product or service offered helps make a positive difference in people's lives, that's something we can get behind. Increasing the reach and impact of our partners is how we know we've done our jobs well.

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

**10**

Years in business  
in 2022



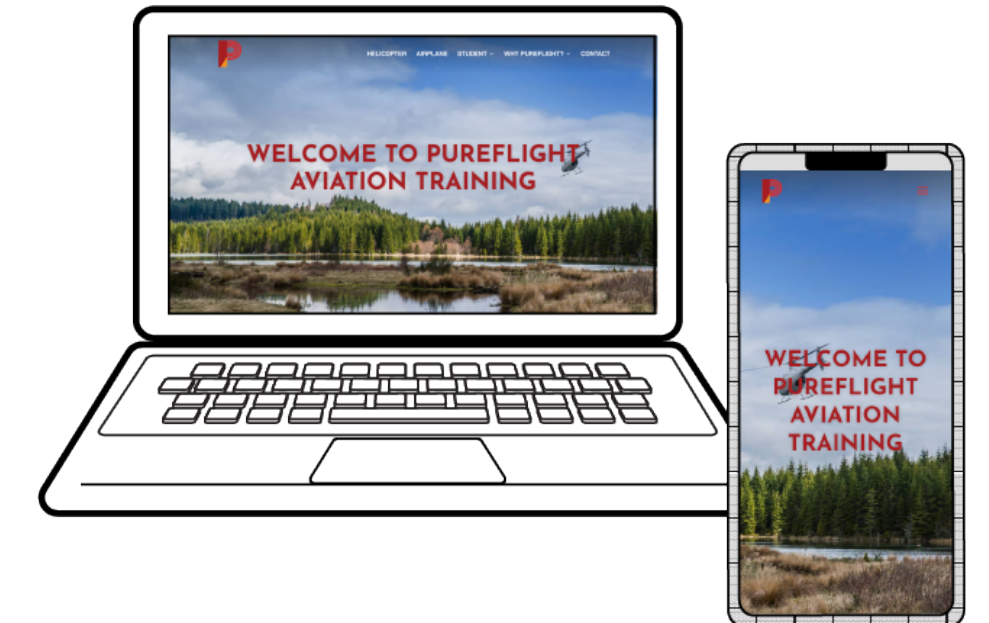
**4.9**

Services rating on Google



**37**

Web maintenance  
partners as of  
2/28/23

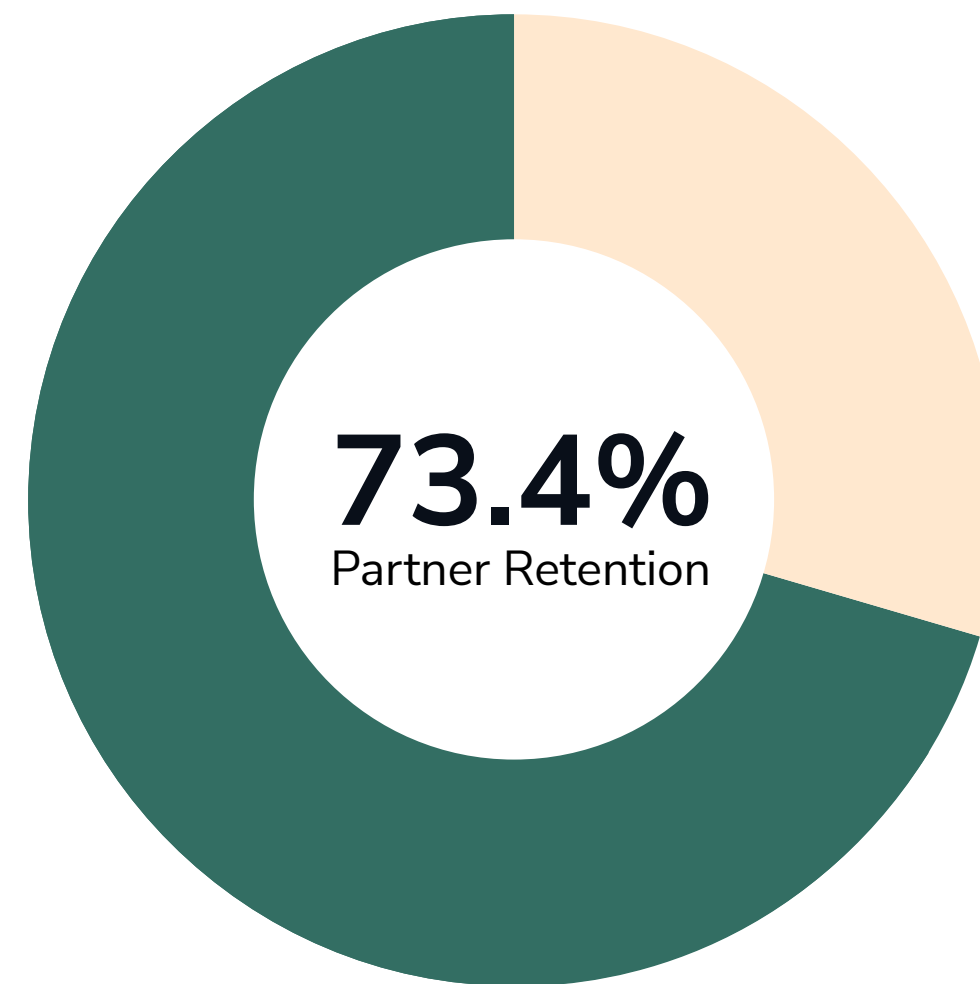


**3.96%**

Year-over-year growth percentage

**22.22%**

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





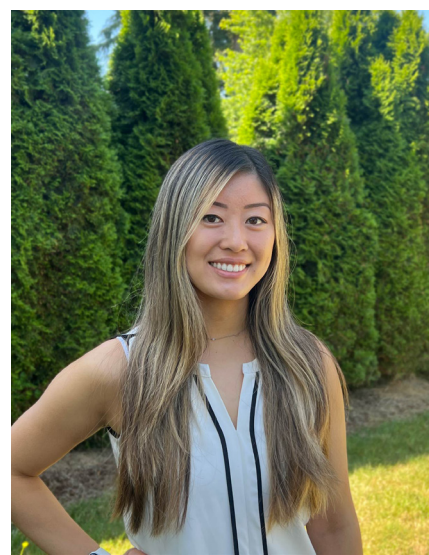
# Team



Businesses are really a collection of individuals working towards a shared goal. That's why culture is such a huge focus at Intuitive. We're nothing without our team.

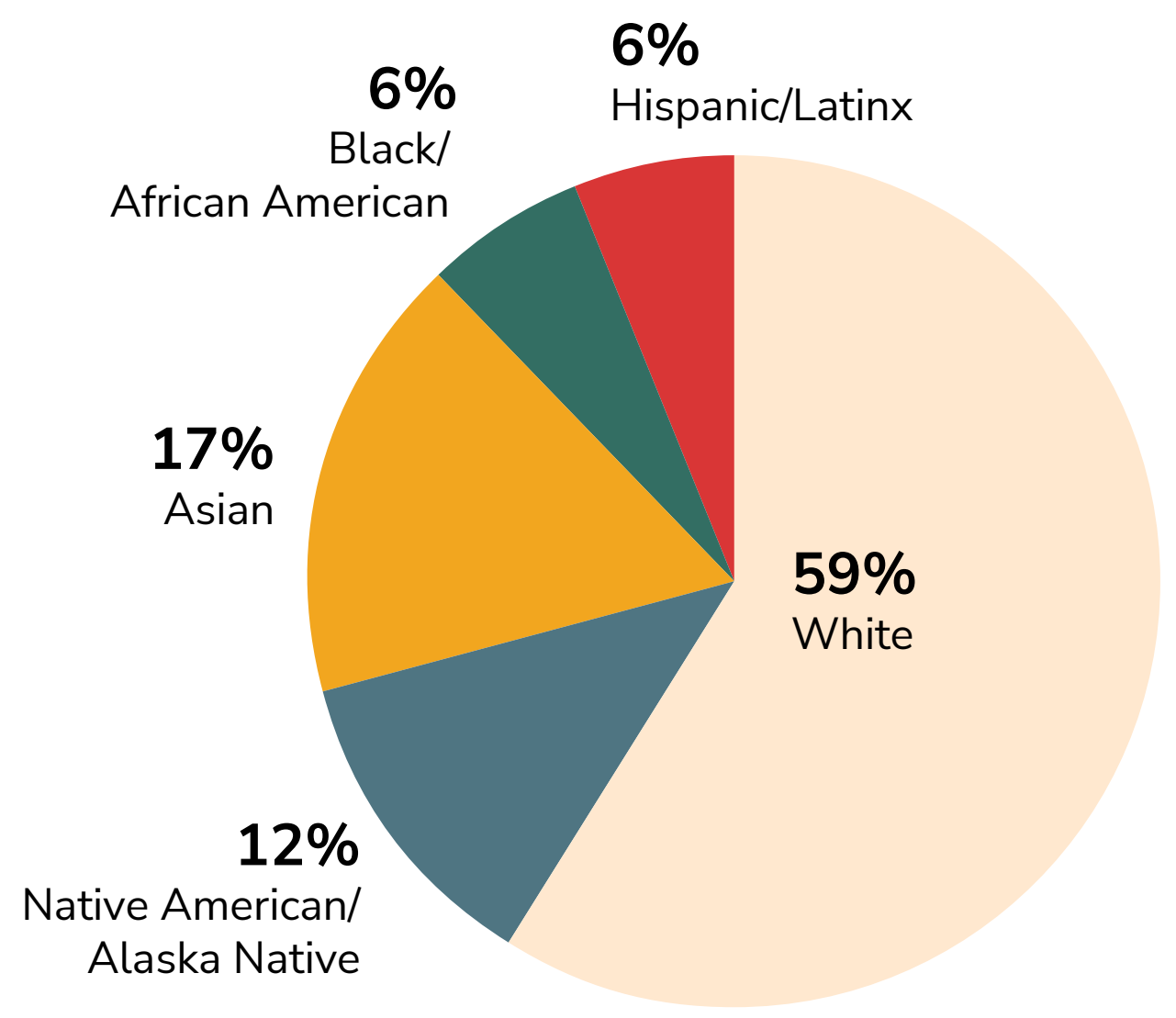
Our emphasis on employee happiness and growth enables us to retain team members for an average of 3.2 years in an industry with a 30% yearly turnover rate. Multiple team members are currently in their 5th+ year and counting at Intuitive.

We're actively building an inclusive culture for all. With strong benefits to support individuals (and their families), ensuring our team's needs are met. Including our well-loved unlimited PTO policy. Because happy teams are successful teams!



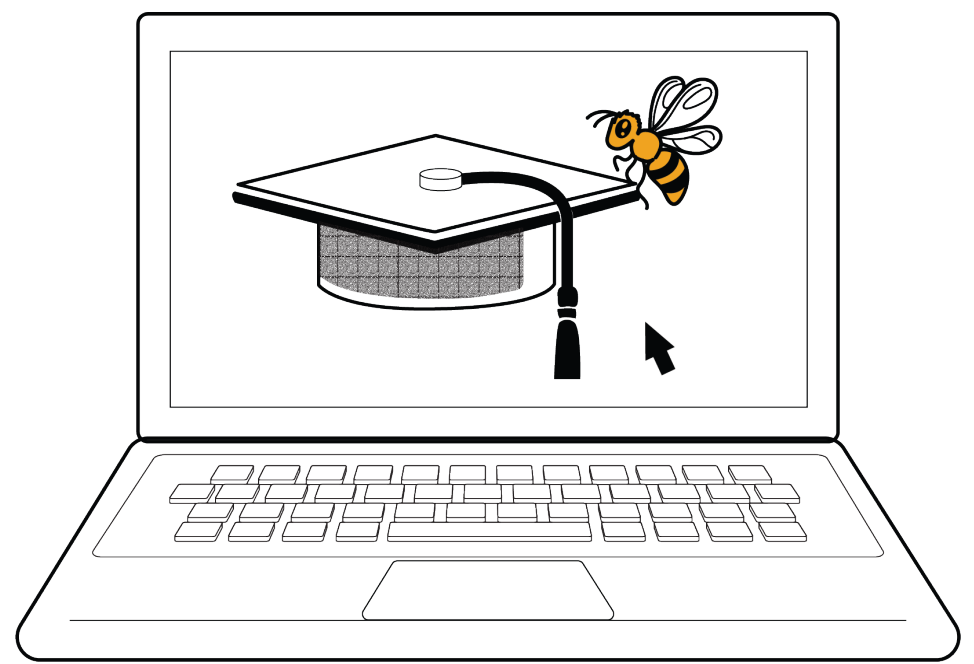
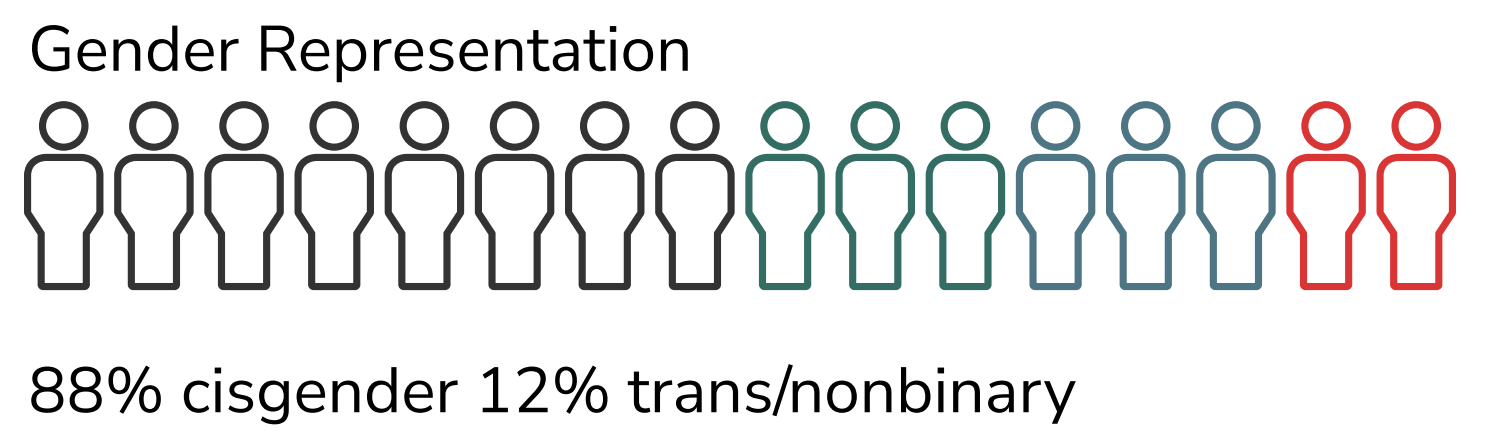


# By the Numbers



2022 Employees by Race

59% identify as White  
12% identify as Native American or Alaska Native  
17% identify as Asian  
6% identify as Black or African American  
6% identify as Hispanic or Latinx  
**\*23% of our staff identifies as biracial**



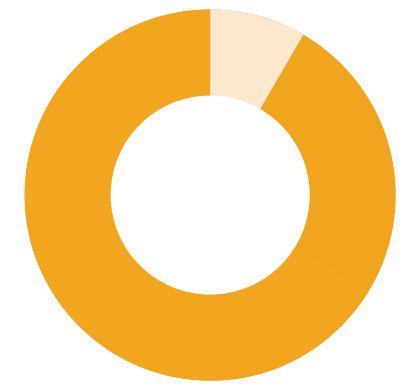
Highest Level of Education - **MBA, Master's Degree**



Enrolled in 401k - **100% of team enrolled in 401k. Since 2013 Intuitive has matched \$177,671.**



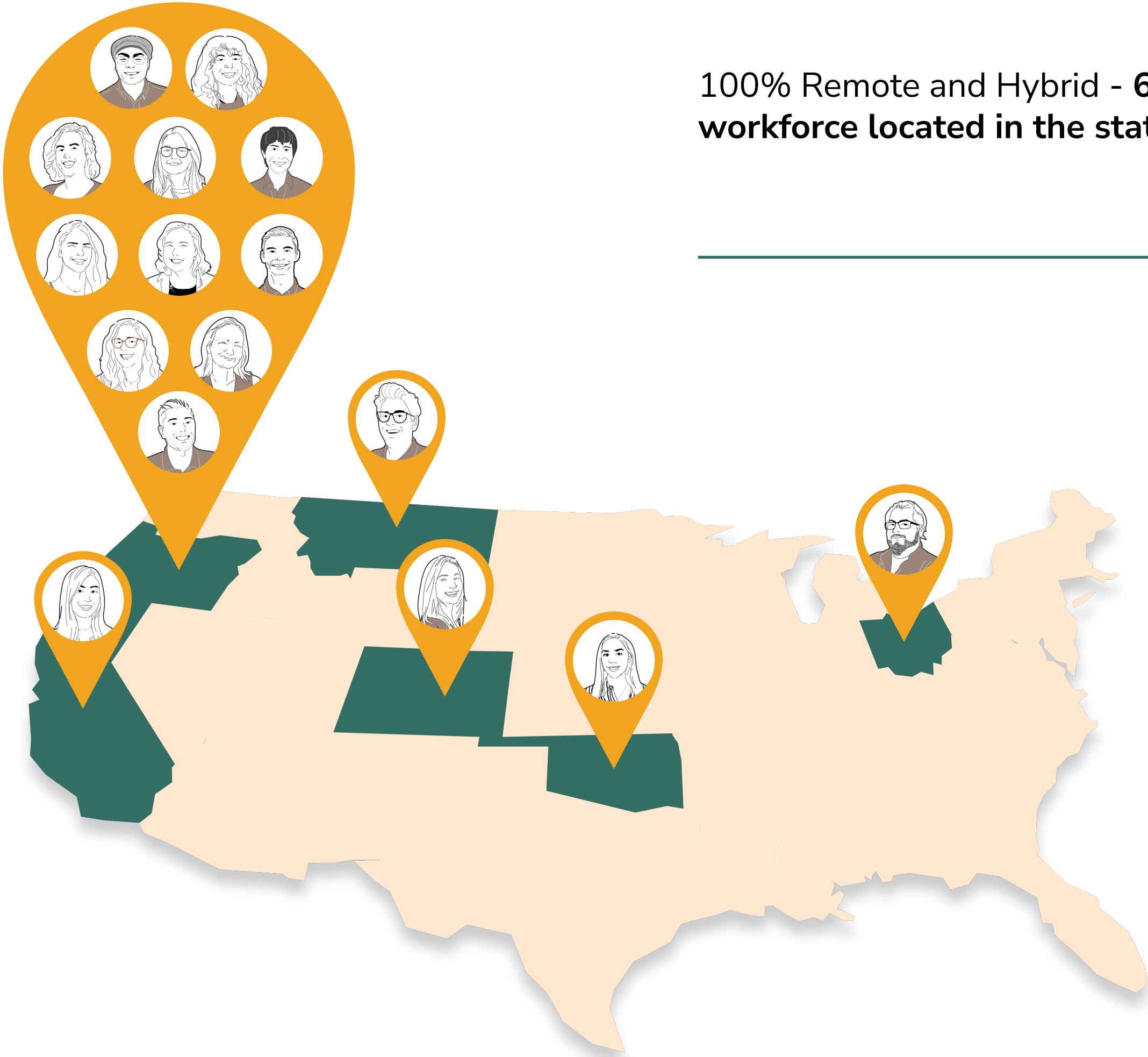
In 2022 **100% of profits distributed as bonuses to the team**



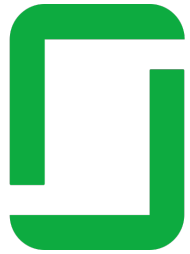
**88.9%**

Team Retention

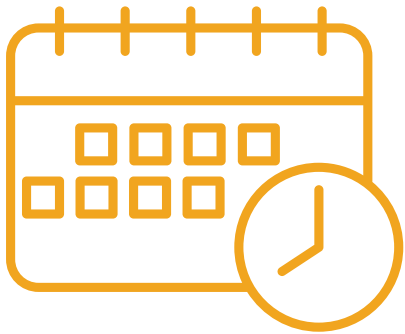
# By the Numbers



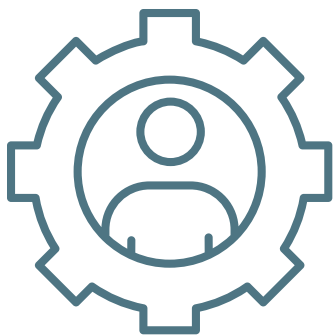
100% Remote and Hybrid - **68.75% of the workforce located in the state of Oregon.**



Glassdoor ratings - **30 reviews, 4.8 stars, 100% CEO Approval as of 12/5/22**



Unlimited PTO - **Total PTO Days for 2022 including 2 sabbaticals: 449.5**



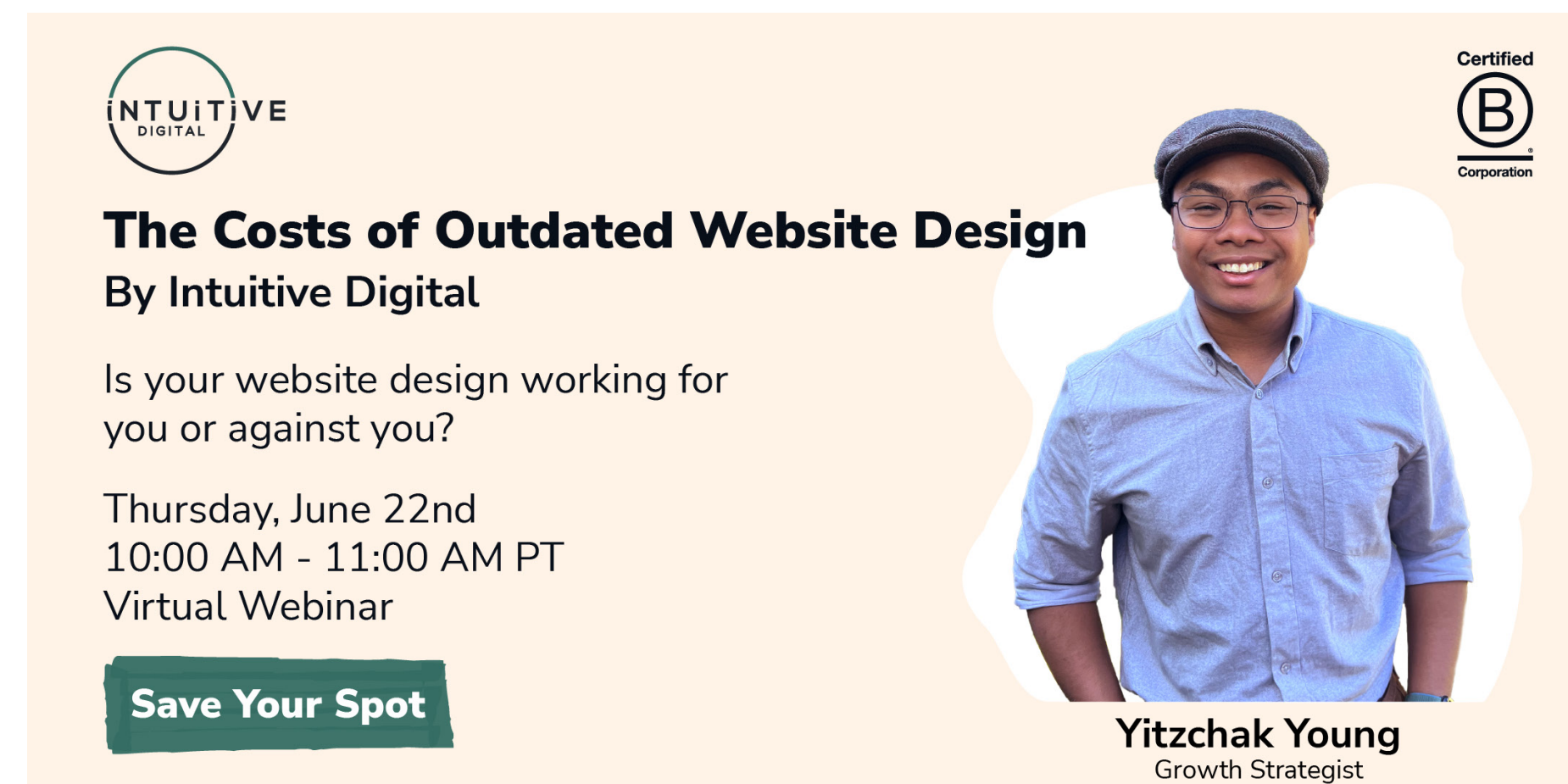
Professional development budget - **7 employees used in 2022 (41.2%) spent \$1494.99 in 2022 on dev budget**



# Community

At Intuitive, we're committed to supporting our community. We run a monthly Always Be Collaborating Marketing group for our local B Corps. As well as actively participate with local organizations such as Tech Town, and Portland Means Progress to increase diversity and inclusion in the Portland professional community.

We've also been known to roll up our sleeves and get dirty! Volunteering to clean up city parks or build houses with Habitat for Humanity. In addition to the annual pro-bono work we do for nonprofits such as our 2022 nonprofit partner, The Urban League Of Portland.





# By the Numbers



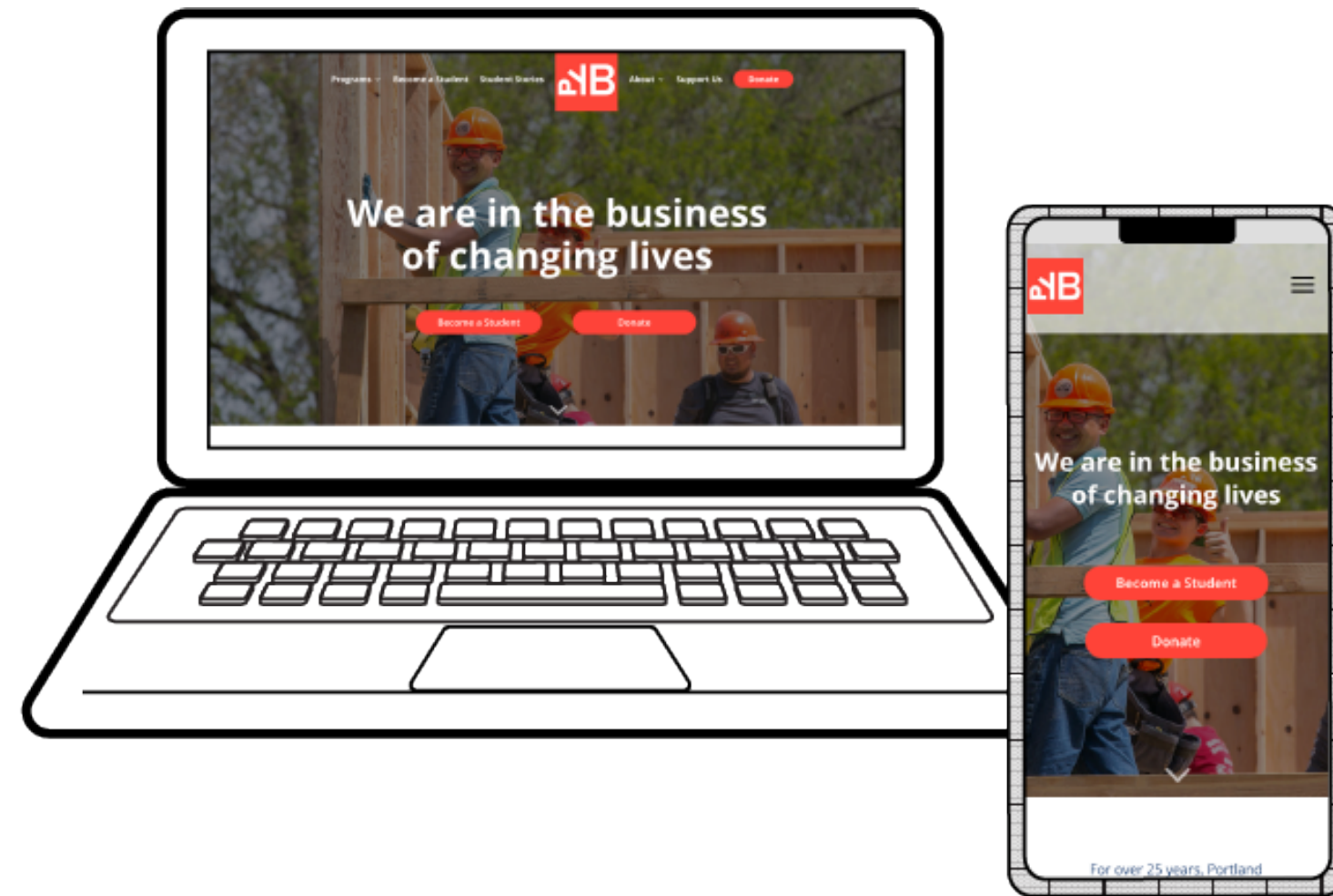
2022: Direct Donations to nonprofits - **\$2,120.97**



Through our Bonusly app, our company has donated an additional **\$1080** to various nonprofits since 2020.



Volunteer PTO - **Total 100.99 hours in 2022 for all employees**



Since 2019 our agency has donated a total of **493 hours** in pro-Bono work to nonprofits.

I am a scientist (2021)  
Portland Youth Builders  
(2020)Urban League of Portland (2022)  
Rebuilding Center (2019)

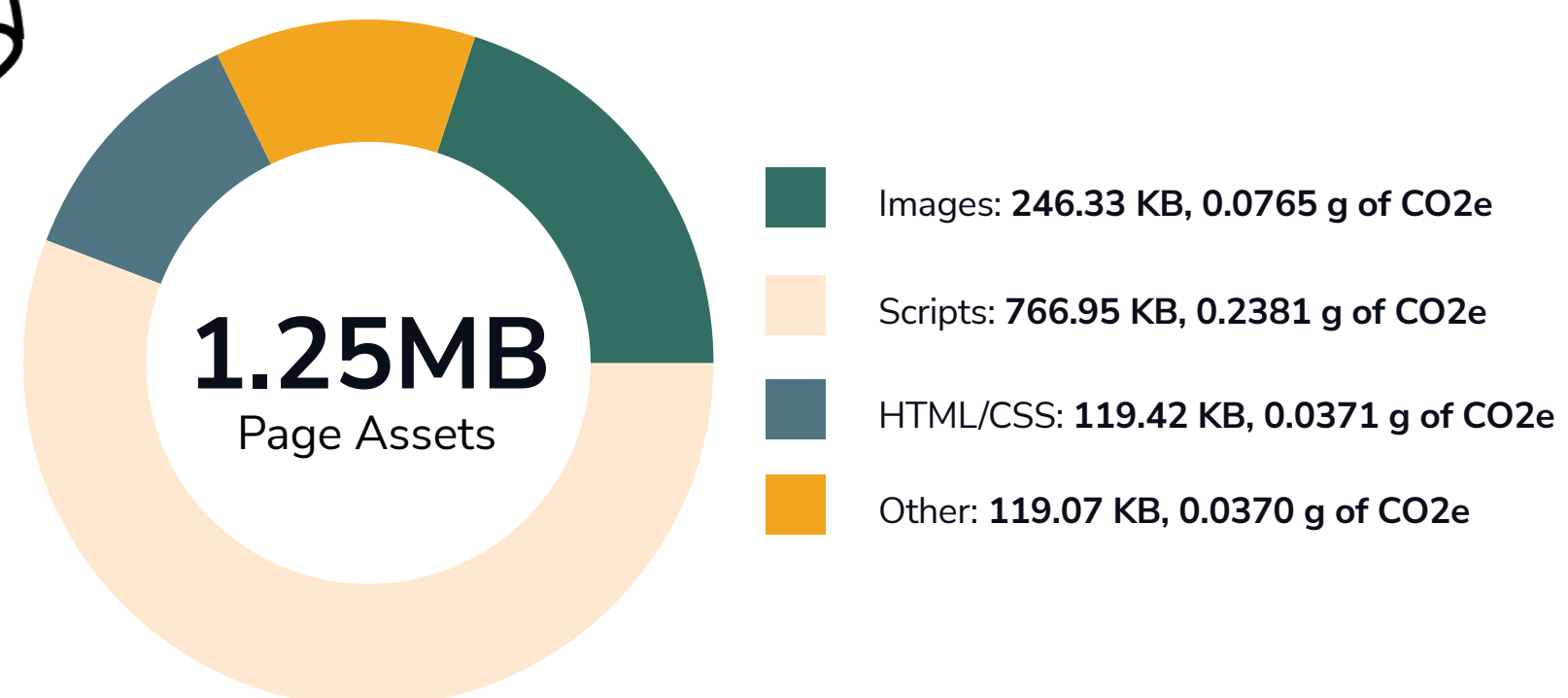
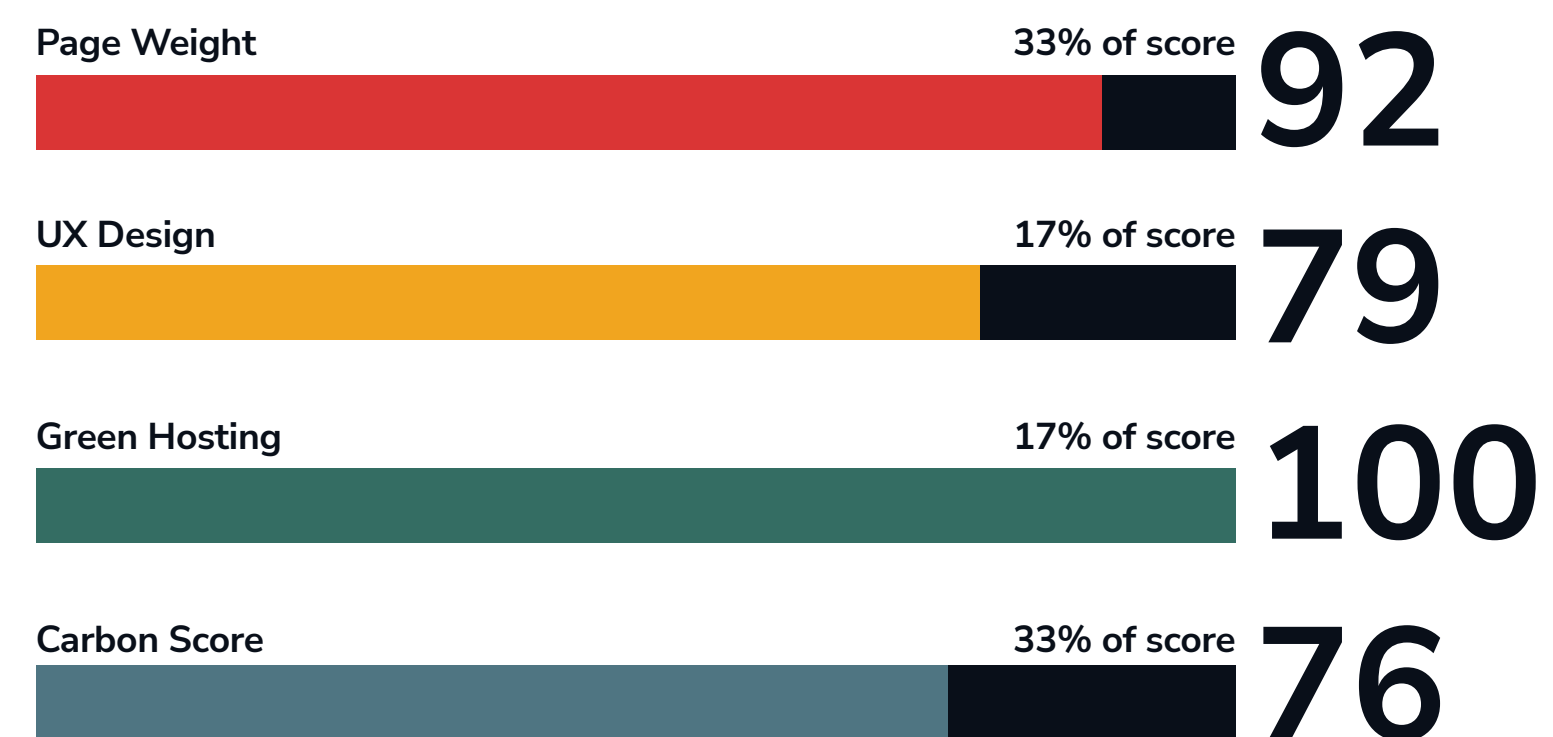


Since 2019 **\$11,500** given to students through our Inclusion In Digital Marketing Scholarship

# Enviroment



Website Sustainability Score: **86/100**. Our website is **64% more sustainable** than the average site



31,250+ miles saved/yr



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



30+ metric tons of our carbon footprint off set



# Goals

## **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.

## **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.

## **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.