

Metro-area firms ranked by Web development and design revenue

Research by Mary Zenzen

Rank	2011 rank	Name/Address/Phone	Web development & design revenue <sup>1</sup>	Developers & designers <sup>2</sup> Total revenue <sup>1</sup>	Specialties <sup>3</sup>	Top metro executive Executive e-mail Website
1	3	<b>Olson</b> 420 N. Fifth St., Suite 1000 Minneapolis, MN 55401 (612) 215-9800	\$37,000,000	129 \$91 million	Strategy, UX, IA, digital creative and design, technology and development, social activation, mobile and tablet, apps, content management, media, CRM	Kevin DiLorenzo info@olson.com olson.com
2	2	<b>Risdall Advertising Interactive</b> 550 Main St. New Brighton, MN 55112 (651) 286-6700	\$36,644,501	43 \$37 million	Web design, Web development strategy, branding, SEO, SEM, online marketing, social media	John Risdall john@risdall.com risdall.net
3	1	<b>Magenic Technologies Inc.</b> 1600 Utica Ave. S., Suite 800 St. Louis Park, MN 55416 (763) 398-4800	\$35,000,000	65 \$52 million	Custom application development, enterprise mobile, user experience engineering and design, maintenance and support, quality assurance	Greg Frankenberg gregf@magenic.com magenic.com
4	4	<b>The Nerderly</b> 9555 James Ave. S., Suite 245 Bloomington, MN 55431 (952) 948-1211	\$26,448,311	268 \$26.4 million	Engineer and execute interactive projects, including websites, social media, mobile apps, e-commerce, CMS, UX, QA	Mike Derheim tom.belle@nerderly.com nerderly.com
5	6	<b>Gage</b> 10000 Highway 55 Plymouth, MN 55441 (763) 595-3800	\$25,000,000	50 \$30 million	Interactive marketing, digital design, social media, digital strategy, mobile marketing, mobile application development	Tom Belle tom.belle@gage.com gage.com
6	7	<b>Horizontal Integration</b> 9800 Bren Road E., Suite 450 Minnetonka, MN 55343 (612) 392-7580	\$18,464,000	164 \$21.8 million	Web and IT strategy, e-commerce, user experience design, creative design, Web development, CMS, SEO, social strategy	Sabin Ephrem sephrem@horizontalintegration.com horizontalintegration.com
7	5	<b>Campbell Mithun</b> 2222 S. Ninth St., Suite 2955 Minneapolis, MN 55402 (612) 347-1000	\$15,200,000	NP \$48.3 million*	Ensuring digital efforts create meaningful business impact and are strategically integrated with other brand and consumer experiences	Steve Wehrenberg swehrenberg@cmithun.com cmithun.com
8	NR	<b>RBA Inc.</b> 100 W. Lake St. Wayzata, MN 55391 (952) 404-2676	\$15,140,000	77 \$31.4 million	Custom development and design for Web, mobile and social applications; user experience; measurement; portals and collaboration solutions	Rick Born rick.born@rbaconsulting.com rbaconsulting.com
9	8	<b>space150</b> 212 Third Ave. N., Suite 150 Minneapolis, MN 55401 (612) 332-6548	\$13,954,000	64 \$26 million	Brand and media planning, SEM, SEO, social media, design, development, hosting, CMS, online product development, e-commerce, mobile Web and apps	William Jurewicz space@space150.com space150.com
10	20	<b>Magnet 360<sup>®</sup></b> 5757 Wayzata Blvd. St. Louis Park, MN 55416 (612) 230-2500	\$11,121,600	22 \$13.9 million	Delivering data-driven engagement through strategy, creative and technology services; salesforce.com consulting partner since 2004	Scott Litman, Matthew Meents See footnote <sup>6</sup> magnet360.com
11	9	<b>Object Partners Inc.</b> 100 N. Sixth St., Suite 302A Minneapolis, MN 55403 (612) 746-1580	\$10,885,749	70 \$10.9 million	Custom enterprise, Web and mobile application development and integration services	Chris Spurgat chris.spurgat@objectpartners.com objectpartners.com
12	10	<b>Colle+McVoy</b> 400 First Ave. N., Suite 700 Minneapolis, MN 55401 (612) 305-6000	\$9,700,000	40 \$28 million	Interactive strategy and planning, conceptual architecture, design, development, media planning and buying, Web analytics and social media monitoring	Christine Fruechte christine.fruechte@collecmvoy.com collecmvoy.com
13	11	<b>REV Solutions Inc.</b> 10400 Viking Drive, Suite 500 Eden Prairie, MN 55344 (952) 746-6005	\$7,637,236	20 \$7.7 million	E-commerce site implementation for retailers, distributors and manufacturers leveraging Demandware for a SaaS model and Oracle ATG for a licensed model	Steven Stephan steven.stephan@revsolutionsinc.com revsolutionsinc.com
14	12	<b>Larsen</b> 7101 York Ave. S. Edina, MN 55435 (952) 835-2271	\$7,500,000	14 \$8.1 million	Branding, strategy, Web design, Web development, content development, social media, SEO, SEM, mobile applications, CMS, video	Tim Larsen tlarsen@larsen.com larsen.com
15	13	<b>Clockwork Active Media Systems</b> 1501 E. Hennepin Ave. Minneapolis, MN 55414 (612) 746-1850	\$6,800,000	40 \$6.8 million	Social, mobile, interactive strategy, digital branding, UX design, website design and development, software and business application development	Nancy Lyons nancy@clockwork.net clockwork.net
16	14	<b>Select Source International</b> 6311 Wayzata Blvd., Suite 150 St. Louis Park, MN 55416 (952) 546-3300	\$6,000,000	NP \$26 million	IT consulting, application development, Web development, design, project services	Mandeep Singh Sodhi mandeeps@selectsourceintl.com selectsourceintl.com
17	15	<b>Harbinger Partners Inc.</b> 855 Village Center Drive, Suite 356 St. Paul, MN 55127 (888) 504-8802	\$5,500,000	32 \$18.1 million	Design and development, project management, business analysis	Scott Grausnick info@harbinger-partners.com harbinger-partners.com
18	18	<b>Atomic Playpen</b> 701 Xenia Ave. S., Suite 200 Golden Valley, MN 55416 (763) 231-3400	\$4,500,000	10 \$4.5 million	Digital business strategy, UX design, interface design, development, CMS, motion content, CRM, SEO, SEM, social, online/offline integration	Michael Kretsinger, Troy Venjohn info@atomicplaypen.com atomicplaypen.com
19	21	<b>Clarity Coverdale Fury</b> 120 S. Sixth St., Suite 1300 Minneapolis, MN 55402 (612) 339-3902	\$4,200,000	9 \$10.5 million	Digital marketing, website design, content management and strategy, social media, SEO, analytics, online media buying	Tim B. Clarity clarity@ccf-ideas.com claritycoverdalefury.com
20	NR	<b>MentorMate</b> 2101 Hennepin Ave. S., Suite 200 Minneapolis, MN 55405 (612) 823-4000	\$3,580,819	12 \$3.6 million	IT consulting, mobile strategy consulting, Web design, managed services, mobile app development, SEO	Björn Stansvik marketing@mentormate.com mentormate.com
21	NR	<b>Ackmann &amp; Dickenson</b> 701 N. Third St., Suite 108 Minneapolis, MN 55401 (612) 486-5100	\$2,900,000	25 \$2.9 million	Application design and development, website design and development, Internet marketing	Michael Ackmann, Andrew Dickenson See footnote <sup>7</sup> ackmandickenson.com
22	NR	<b>Padilla Speer Beardsley Inc.</b> 1101 W. River Parkway Minneapolis, MN 55415 (612) 455-1700	\$2,700,000	16 \$17.8 million	Web strategy, design and development; content management; search engine marketing; e-mail marketing; social media; Web analytics	Lynn Casey lcasey@padillaspeer.com padillaspeer.com
23	25	<b>Internet Exposure</b> 1101 Washington Ave. S. Minneapolis, MN 55415 (612) 676-1946	\$2,500,000	18 \$2.5 million	Design, Web and mobile application development, SEO, content strategy, e-commerce, conversion optimization, CMS, iPad/iPhone/Android development	Jeff Hahn jhahn@exposure.com exposure.com
24	24	<b>First Scribe</b> 110 Cheshire Lane, Suite 105 Minnetonka, MN 55305 (952) 915-1600	\$2,421,000	14 \$2.8 million	Vision and strategy, Web design and development, Internet marketing, social media, responsive design, mobile sites, CMS, SEO	Jay Perrill jperrill@firstscribe.com firstscribe.com
25	NR	<b>CRC Marketing Solutions</b> 6321 Bury Drive Eden Prairie, MN 55346 (952) 937-6000	\$2,150,000	19 \$2.2 million	Web design, strategy, architecture, programming, database development and integration	Michael Lundeby lundeby@crc-inc.com crc-inc.com

## NUMBERS GROWING

Composite numbers for our Top 25 List over the past three years have shown steady increases in total revenue and number of developers and designers at our list-making companies.

**Total Top 25 revenue**

2010	\$192,653,287
2011	\$219,528,994
2012	\$312,947,216

Three-year change 62.4%

**Total Top 25 developers & designers**

2010	887
2011	987
2012	1,221

Three-year change 37.7%

## FOOTNOTES

**Abbreviations:**  
**CMS** = Content management system  
**CRM** = Customer relationship management  
**IA** = Information architecture  
**IT** = Information technology  
**NP** = Not provided  
**NR** = Not ranked  
**QA** = Quality assurance  
**SaaS** = Software as a service  
**SEM** = Search-engine marketing  
**SEO** = Search-engine optimization  
**UX** = User experience

**Footnotes:**  
 1. From the most recently completed fiscal year  
 2. In the metro area as of July 23, 2012  
 3. Edited to fit  
 4. *Business Journal* estimate  
 5. Appeared last year as Reside. Reside merged with Magnet 360 in April 2012.  
 6. scott.litman@magnet360.com, matt.meents@magnet360.com  
 7. mike.ackmann@ackmandickenson.com, andy.ackmandickenson.com

**Notes:**  
 - Web development and design revenue was calculated without "pass through" charges such as hosting services, Google/search engine pay-per-click spends, online advertising media buying, third-party e-mail marketing send fees and media services.  
 - Businesses headquartered in the Twin Cities 13-county metro area provided revenue for all operations. Businesses headquartered elsewhere provided revenue for metro-area operations only.  
 - Popular Front, ranked 16th on last year's list, ceased operation in November 2011.  
 - Aware Web Solutions Inc., ranked 22nd on last year's list, declined to participate this year.  
 - InsiteCommerce and MoCo, ranked 19th and 23rd on last year's list, respectively, did not respond to requests for updated information.

**Sources:** Company representatives and websites

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