

For Immediate Release
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SeQuel Response

Honors Roll In for SeQuel Response, One of Minnesota's Top Direct-Marketers

In less than five years SeQuel Response gains local and national recognition for its soaring growth and revenue increase of more than 400 percent

EDEN PRAIRIE, Minnesota -- (August 25, 2014) – SeQuel Response, the Twin Cities' fastest growing direct marketer, announced today that the firm has been honored in two separate peer rankings for their growth, revenue results, and meteoric rise among private businesses in the industry.

SeQuel Response was recognized last week by the [Minneapolis-St. Paul Business Journal](#), who named the company to its 2014 Top 25 Advertising Agencies list, which is one amongst numerous annual rankings of the best businesses in the state. SeQuel's rank as the 16th largest advertising agency in Minnesota, in terms of revenue, is a testament to the hard work of this emerging company.

“We fought through a lot of adversity for the first 18 months of our existence. To now be ranked as a top 25 advertising agency in Minnesota, a mecca for outstanding advertising talent, is almost inconceivable,” said Jay Carroll, one of SeQuel's Principal Partners and Chief Marketing Officer. “We've been abundantly blessed with great employees, phenomenal clients and results that sometimes defy explanation. This is extremely gratifying for our group.”

SeQuel was also named to the 2014 [Inc. 5000 List](#), which recognizes the 5,000 fastest-growing private companies in the country. SeQuel ranked 948 on the list, with a reported three year growth of 476 percent and a revenue of \$11 million in 2013. SeQuel joins very prestigious company by being one of the country's 1,000 fastest-growing companies.

“This award is a great achievement, but it doesn’t define what we can become as a company in the future,” Principle Partner and President Tom Rothstein. “I am so proud of our team and how they accept every challenge with the utmost in creativity and professionalism. We can pause to accept these honors, but we will always keep moving forward to get even better.”

As [SeQuel](#) increases in size and capacity, the company is investing in its future in several ways: adding more full-time employees, expanding its sales, marketing, data and creative departments, and continuing to spend time and money developing new technologies and sophisticated marketing tools.

In less than five years of business SeQuel has become one of Minnesota’s most respected and relied upon direct marketing firms. “We have a very committed assembly of talent in each area of discipline – who all work well together and genuinely care about our clients’ success,” said Carroll. “We will keep pushing the boundaries to find more growth and profit for our clients. We believe we can reach the next level with every campaign we manage.”

About SeQuel Response:

SeQuel is a full-service, performance-based direct marketing firm that combines creative intelligence and efficient execution to help clients achieve new levels of sales and profitability. SeQuel relies on informed strategies, sophisticated database marketing and a data-driven testing methodology to produce attractive results. For more information, call Jay Carroll, Partner & Chief Marketing Officer, at 612-963-9534 or email jay.carroll@sequelresponse.com. Visit SeQuel’s website at www.sequelresponse.com and check out “*SeQuel Inspirations*,” a blog written by some of the most inspiring minds in direct marketing.

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