



M&A in Advertising, Marketing Services & Marketing Technologies

[Q3 2018]

McCracken
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New York - Minneapolis - Sao Paulo

M&A in the Marcom sector Remains Solid

In the third quarter, M&A in marketing communications remained steady on par with Q3 of a year ago. We tracked 103 relevant transactions 71% were US-based, while the UK showed 10% of transactions closed. Significantly, a number of blockbuster deals were closed; among them were **IPG's \$2B** acquisition of **Acxiom** and **Adobe's \$4.75B** snaring of **Marketo**. Also newsworthy was **Martin Sorrell's \$4 Capital** outbidding **WPP** in a \$350M acquisition of **Media Monks**.

WPP led all others with 6 acquisitions (vs. 10 made during this time period last year). Branding, content and design agency, **Hirshorn-Zuckerman Design Group**; mobile solutions company, **Madhouse India**; and digital media company, **Ingage**. **WPP's Wunderman** added 3 companies to their roster with email marketing company, **2Sales International**; eCommerce consultancy, **Emark**; and commerce experience agency, **Gorilla Group**.

Dentsu had four acquisitions, the media agency, **Aaron Lloyd Group**; creative agency, **Whitespace**; performance marketing company, **Global Mind**; and **Merkle's** acquisition of marketing agency, **Amicus Digital Ventures**.

And with 2 deals closed were...

Havas – Australian traffic converter, **Catchi** and U.S. experiential marketing agency, **Republica**.

Publicis – data-driven agency, **One Digital** and **Publicis Health's** health marketing agency, **Payer Sciences**.

Omnicom – consulting firm, **Credera**; and marketing and technology agency, **Levo Digital**.

Interpublic – blockbuster acquisition of data marketing giant, **Acxiom** and **Weber Shandwick's** purchase of social creative agency, **That Lot**.

Advantage Solutions – eCommerce shop, **Beekeeper Marketing** and mobile video agency, **Jun group**.

Huntsworth grabs San Francisco based healthcare agency, **Giant** and an 80% stake in marketing agency, **Navience Healthcare**.

Major Buyers

Company	Q3 2018 Deals	First Half 2018 Deals	2017 Deals	2016 Deals	2015 Deals
WPP	6	5	30	33	40
dentsu	4	8	29	36	26
accenture	1	5	18	10	7
HAVAS	2	2	10	4	9
THE STAGWELL GROUP	0	1	9	1	-
publicis	2	0	10	10	19
IPG	2	1	6	8	4
Omnicom	2	2	1	4	9
BlueFocus	0	0	3	-	-
Deloitte	1	0	5	3	4
Cognizant	1	0	3	-	-
BERINGER CAPITAL	0	0	1	3	-
FREEMAN	0	1	1	2	-
IBM	0	0	1	7	1
EY	0	2	-	-	-
THE STAGWELL GROUP	2	1	9	1	-
HUNTSWORTH	2	1	-	-	-

Holding Companies Continue to Consolidate and Restructure

WPP confirms merger of Y&R and VML

After days of speculation, WPP has confirmed that it is merging advertising agency Y&R with digital agency VML to create a new outfit dubbed VMLY&R. [More:](#) Source: The Drum September 26, 2018

Dentsu Explores Structural Changes

Dentsu announced today that it is considering splitting its Japanese operation, Dentsu Inc. into two entities: an operating company and pure holding company. [More:](#) Source: Mediapost August 9, 2018

Next 15 Merges Text100, Bite

Bite's global chief executive will lead the combined agency as Text100 CEO Aedhmar Hynes exits. [More:](#) Source: PR Week September 20, 2018

GroupM Divests Of IEG, Acquired By Engine Shop

In what likely is the first in an array of divestitures, WPP announced it has sold sponsorship marketing database, publisher and consultant IEG and its related properties to sports and entertainment marketing agency, Engine Shop. [More:](#) Source: MediaPost July 23, 2018

While They Innovate...

Omnicom Unveils People-Based Marketing Platform

Omnicom Group is unveiling today a new people-based precision marketing and insight platform that it has dubbed "Omni." [More:](#) Source: Mediapost July 12, 2018

WPP's Grey Launches Consultancy Arm

WPP-owned Grey Group is launching Grey Consulting, a new global enterprise practice, the company announced in a news release. [More:](#) Source: Marketing Dive, August 2, 2018

Some Other Stories You May Have Missed...

Stagwell Raises Additional Funds for More Acquisitions

Stagwell Media has just completed a \$260 million capital investment from private equity investor Alpinvest Partners to support its on-going acquisition of marketing and research companies. [More:](#) Source: Mediapost August 15, 2018

Accenture Interactive Revenue Reportedly Grew by More than 20% Last Year

Senior executives of business consultancy Accenture have said they are "especially pleased" with its new player in marketing, Accenture Interactive. [More:](#) Source: The Drum September 28, 2018

See Below for the Full List of Q3 2018 Deals.

Q3 2018 deals

For more information about individual transactions, click on the buyer's name.

JULY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Accenture	Kogentix	Data and AI	
Branded Cities	Red Star Billboards	Digital and Static Signage	Major Portion Purchase
Bruin Sports Capital's Engine Shop	WPP's Group M's IEG	Sponsorship Marketing	
Cheetah Digital	Stellar Loyalty	Customer Engagement Software	
Cision	ShareIQ	Visual Recognition Technology	
Datawords	87seconds	Video Content	
Dentsu Aegis	Whitespace	Creative Agency	
Dentsu Aegis' iProspect	Global Mind	Performance Marketing	
Digital Media Solutions	W4 Performance Ad Market	Digital Advertising/Affiliate Marketing Network	
Dolphin Entertainment	The Door	Consumer PR	
EnsembleIQ	Lebhar-Friedman	B2B Media	
Evoke Group's Huntsworth plc	Giant Creative Strategy	Creative Healthcare Agency	\$72.2 Million
Facebook	Redkix	Messaging Company	
Fishawack Group	Healthcircle	Brand Communications	
Forrester Research	FeedbackNow	Customer Data Collection	
Forrester Research	Glimpzit	Machine Learning and Content Recognition	
Havas Group	Catchi	Traffic Converter	
HS2 Solutions	Infield Digital	Digital Brand Experience	
Illumination Research	Radius Global Market	Global Market Research	Merger
IPG	Acxiom	Data Marketing	\$2.3 Billion
IPG's Weber Shandwick	That Lot	Social Creative Agency	
Ipsos	GfK (Four Global Divisions)	Custom Research	€105m
Kape Technologies PLC	Intego	SaaS Business	\$16 Million
KKR	AppLovin	App Marketing Platform	\$400 Million Minority
Mayfair Equity Partners	Pixomondo	Visual Effects and Digital Media	
Next 15	Technical Associates	Digital Marketing	GBP 3.6M
Next 15's VIGA	thinqonline	Software and Solutions Provider	
Opus Agency	Level 2 Design	Technical Design & Production	

Continued »

Q3 2018

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
JULY	Perficient	Stone Temple Consulting	Search Engine Marketing	
	PowerReviews	BzzAgent	Influencer Marketing Firm	
	Publicis Group's Publicis Health	Payer Sciences	Health Marketing Agency	
	Rudder Finn	RLA Collective	Integrated Marketing	
	S4 Capital	MediaMonks	Digital Agency Platform	\$352 Million
	Salesforce	Datorama	Data Integrator	\$800 Million
	SoftBank Group Corp	Treasure Data Inc.	Data Analytics	\$600 Million
	Southfield Capital	Beringer Capital's Match Marketing Group	Marketing Agency	
	Stack Sports	Getregistered.com	Registration Platform	
	Troika Media Group	Mission Media	Brand Communications	
	Uzabase	Atlantic Media's Quartz	Business News Platform	\$75-110 M
	Viacom	AwesomenessTV	Digital Media	
	Webhelp Group	Omnicom's Sellbytel Group	Sales, Service & Support	
AUGUST	William Morris Endeavor (WME)	Clifford French	Sports & Entertainment Public Relations	
	WPP's Group M & Koc Group's Zer	Ingage	Digital Media	Joint Venture
	Zensar	Indigo Slate	Digital Marketing	\$18 Million
	Adswerve	Analytics Pros	Analytics	
	Advantage Solutions	Beekeeper Marketing	e-commerce	
	Apple	Akonia Holographics	Augmented Reality	
	Avenir Global	Padilla	Public Relations	
	Burson Cohm & Wolfe	WPP's HZ	Creative Agency	
	Bustle Digital Group	Flavorpill Media, Inc.	Experiential Programming	
	Clarity PR	DSRmedia	Media and Communications	
	Dentsu Aegis' Merkle	Amicus Digital Ventures	Marketing Agency	
	Facebook	Vidpresso	Social Video Technology	
	G&S Business Communications	CooperKatz & Company	Communications Agency	
	Halo Branded Solutions	Sunrise Identity	Brand Merchandise	
	Maven	Say Media	Publishing Platform	

Continued »

Q3 2018 deals

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
AUGUST	MMGY Global	Grifco	Advertising Agency	
	MMGY Global	Ophir PR	Public Relations	
	Omnicom	Credera	Consulting Firm	
	Omnicom's Clemenger BBDO	Levo Digital	Marketing and Technology	Majority Stake
	Patreon	Memberful	Platform	
	Publicis Communications	One Digital	Data-Driven Agency	
	Research Now SSI	DMA-Institute	Digital Media Measurment	
	rEvolution	Revolution Sports Marketing Group	Sports Marketing	
	SocialCode	Marketplace Strategy	Amazon Sales Acceleration Agency	
	Topline	Six Degrees	Public Relations	
SEPTEMBER	Veritone	Performance Bridge Media	Podcast Agency	
	WPP's Burson Cohn & Wolfe	Hirshorn-Zuckrman Design Group	Brnding, Content & Design Agency	
	WPP's Group M	Madhouse India	Mobile Solutions and Ad Networks	Remaining 50% Stake
	WPP's Wunderman	Gorilla Group	Commerce Experience Agency	
	Yotpo	Swell Rewards	Incentive Marketing Solutions	
	Add3	Point It	Marketing Agency	
	Adobe	Marketo	Marketing Software	4.75 Billion
	Advantage Solutions	Jun Group	Mobile Video Advertising	
	Allison+Partners	OneChocolate Communications	PR and Dgital	
	AppLovin	MAX	In-App Platform	
	Brickfish	Nuvi	Platform	
	Cognizant	Advanced Technology Group	Consulting Firm	
	Deloitte	Magnetic Media Online	AI Platform	
	Dentsu Aegis	Aaron Lloyd Group	Media Agency	
	Elite SEM Inc.	CPC Strategy	Advertising Agency	
	Frontier Capital	ListenFirst	Social Media Analytics Platform	Majority Growth Investment

Q3 2018 deals

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SEPTEMBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
George P. Johnson	Kenwood Experiences	Experiential Marketing	
Havas Group	Repubblica	Multi-Cultural Marketing Agency	
Huntsworth	Navience Healthcare	Marketing Agency	80% Stake
Immediate Media Co.	BBC Studio's Good Food	Food Media	
Impact	Mediarails	Marketing Automation Platform	
Impact Group	Cluep	Digital Advertising Platform	
Insight Venture Partners	Episerver	Marketing Technology Platform	Majority Stake
Marcus Thomas	Devs United	Marketing Automation	
MarketCast Group	Turnkey Intelligence	Consumer Insights	
Maru Group	Lissted	Social Listening Software	
MDC Partner's Forsman & Bodenfors (F&B)	Kirshenbaum, Bond, Senecal + Partners	Advertising Agency	Merger
Mid Ocean Partners	Questex	Information Services Provider	
Nielsen	SuperData Research	Industry Intelligence	
Psyop	Content & Co.	Media Studio	
SiriusXM	Pandora	Streaming Music Service	\$3.5 Billion
Spectrio	Voice Solutions	In-Store Marketing	Merger
Spredfast, Inc.	Lithium Technologies	Digital Engagement	Merger
Trendline Interactive	Inbox Pros	Email Marketing	
Viasat Group	Grupo Detector	Connected IoT Solutions	
WPP's Wunderman	2Sales International S.A.	Ecommerce Consultancy	
WPP's Wunderman	Emark	Marketing Technology Performance	Majority Stake
Q3 Total = 103 deals			

McCracken Advisory Partners mccrackenap.com
















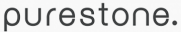
















Keith McCracken
Minneapolis
CEO & Co-Founder
+1 952 922 8140
keith@mccrackenap.com

Ronnie Cohen
New York
Co-Founder
+1 212 941 6498
ronnie@mccrackenap.com

Brian Harris
New York
Senior Advisor
+1 917 968 0765
brian@mccrackenap.com

Rogério Campos
Sao Paulo
Regional Partner, Brazil
+55 11 984667000
rogerio@mccrackenap.com

McCracken AP Transactions

 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Strategic Consulting</p> <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Advised on Management Buyout</p> <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>
 <p>Acquired by</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired a majority interest in</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>
 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired by</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired by</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>
 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired by</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired by</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>	 <p>Acquired by</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>
 <p>Acquired</p>  <p>MCCRACKEN ADVISORY PARTNERS</p>			