



M&A in Advertising, Marketing Services & Marketing Technologies

[Q4 2019]

McCracken
ADVISORY PARTNERS

mccrackenap.com
New York - Minneapolis - Sao Paulo

M&A Activity Flat in 2019

The Major Buyers (see chart) continued acquiring but at a markedly slower pace — consistent with what we saw in 2018. And while the deal count in Q4 was up 11% with 110 deals captured versus 99 deals in Q4 of 2018, total deals for 2019 were flat. With the major Ad Networks noticeably less active and exhibiting an appetite for fewer but larger deals, lower deal counts look like being the new normal for 2020.





















Accenture leads the major buyers for the third quarter in a row with 7 completed acquisitions. This is a slight decrease from their 8 deals completed in the same period last year. **Accenture's** Q4 deals included Australian consultancy, **Apis Group**; data consultancy, **Clarity Insights**; innovation firm, **Happen**; product innovation & engineering company, **Nytec**; French consultancy, **Silveo**; French marketing agency, **Sutter Mills**; and digital ventures company, **Bow & Arrow**.

S4 Capital finished the quarter with 4 transactions, with **MediaMonks** acquiring digital agency, **Firewood** and content creator, **WhiteBalance**. **S4's** **MightyHive** acquired conversion optimization agency, **Conversionworks** and South Korean analytics consultancy, **Datalicious Korea**.

Vista Equity Partners had 3 acquisitions in Q4 with customer data platform, **CDP AgilOne**, analytics solution provider, **Accelya**, and content optimization firm, **Monetate**.

There are two newcomers to our Major Buyers list, each with 3 acquisitions in Q4. **The W20** scooping up medical communications firms, **Arcus Media** and **ISO.health** as well as scientific marketing firm, **Radius Digital Science**. **The LRW Group** acquired communications firm, **Karma Agency**; marketing consultancy, **Salt Branding**; and digital marketing agency, **T3**.

Major Buyers

Company	Q4 2019 Deals	Q3 2019 Deals	First Half 2019 Deals	2018 Deals	2017 Deals
 WPP	0	2	0	11	30
 dentsu	2	4	5	18	29
 accenture	7	5	6	14	18
 HAVAS	2	2	2	4	10
 publicis WORLDWIDE	0	1	3	5	10
 IPG	0	0	0	3	6
 Omnicom	0	1	0	4	1
 Deloitte	0	0	1	1	5
 Cognizant	1	0	0	2	3
 BERINGER CAPITAL	0	0	0	1	1
 FREEMAN	1	0	1	2	1
 IBM	0	0	0	1	1
 EY	0	0	0	2	-
 THE STAGWELL GROUP	1	0	2	4	9
 VISTA EQUITY PARTNERS	3	1	5	4	2
 HUNTSWORTH	0	0	2	3	-
 Adobe	0	0	0	2	-
 S4 CAPITAL	4	1	2	1	-
 W20	3	0	0	-	-
 LRW	3	1	1	-	-

Ad-tech has been a key driver...

Acquisitions Of The Past Decade Will Influence Advertising, Diversity In 2020

Apple, Amazon, Facebook and Google, among others, will demonstrate diversity in 2020 -- a theme that Baird Equity Research calls out in a note published Tuesday. "Google and Facebook are building their own e-commerce marketplaces to compete directly with Amazon; Amazon is becoming one the largest logistics and transportation companies... and Apple is pushing more into digital payments," analysts wrote. The report did not call out the numerous merger and acquisitions that helped these companies achieve their goals, however -- mostly in the advertising industry. This short list of transforming acquisitions can tell advertisers a lot about the coming year. [More:](#) MediaPost, Dec. 31, 2019

Series Of Acquisitions Makes New Room For Reading Ad-Tech Tea Leaves

A recent flurry of ad-tech acquisitions in October has some observers wondering: What's in the water? Ad-tech M&A activity is heating up after a slower first half of 2019, despite regulatory uncertainty and fears of a potential economic recession. [More:](#) Forbes, October 30, 2019

Ad Tech M&A Is On The Upswing In 2019 As TV And PE Lead Consolidation

Advertising technology acquisitions are back in vogue. There were 86 ad tech deals during the first three quarters of 2019, almost double the M&A activity last year, according to a report published Monday by Results International Group, an investment advisory firm. Results International typically doesn't break out ad tech for its overall marketing technology and services report, but decided to this year because of the upswing in deals and valuations of some public companies, said Paul Georges-Picot, a director and leader in the firm's mar tech practice. [More:](#) AdExchanger, October 28, 2019

Holding Companies Round Up

Publicis Reports Q3 Early Because Results Are That Bad – And Lowers Guidance Through 2020

Publicis reported Q3 earnings on a last-minute call with investors Thursday after results came in worse than expected, causing the holding company to lower its guidance through 2020. [More:](#) AdExchanger, October 10, 2019

WPP Reports Quarterly Organic Growth For First Time In Over A Year

WPP shares were up more than 7% on the London Exchange after the holding company posted better-than-expected results for the third quarter, including a return to organic revenue growth. It was the first growth quarter in over a year for the company. Reported revenues were up 5.2% to £3.29 billion (\$4.21 billion), with organic revenue growth of 1.8% and 0.7% in net sales. "Our growth in Q3 is encouraging," said company CEO Mark Read. But he added that the company is focused on delivering "longer term agency goals" that were outlined in a December 2018 three-year transformation plan. [More:](#) MediaPost, October 25, 2019

GroupM Forecasts 4% US Ad Growth For 2020

GroupM is forecasting US ad growth next year of 4% to approximately \$253 billion. That's underlying growth that excludes political advertising, which is currently projected to be about \$10 billion. [More:](#) MediaPost, December 3, 2019

IPG'S Michael Roth Criticizes Rivals' Consolidation Efforts, Integration Woes

Interpublic Group of Cos. Chairman-CEO Michael Roth wasn't shy in criticizing the competition, while discussing why his holding company has been lately outperforming some of the others in the "big six," at the UBS Global TMT Conference in New York. [More:](#) Ad Age, December 9, 2019

More Consolidation, Cost Cutting in Store for MDC Partners

Mark Penn, CEO of MDC Partners, told attendees at the USB media conference in New York today that his plan for success boils down to this: "Turn into a true holding company." [More:](#) MediaPost, December 9, 2019

See Below for the Full List of Q4 2019 Deals.

Q4 2019 deals

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

OCTOBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Accenture	Happen	Innovation Firm	
Accenture	Nytec	Product Innovation & Engineering Company	
Accenture	Sutter Mills	Data-Driven Marketing Agency	
Accenture Interactive	Bow & Arrow	Digital Ventures Consultancy	
Ad Practitioners LLC	Meredith Corporation's Money Magazine	Magazine Brand	
Amazon	Health Navigator	Healthcare Technology and Services Provider	
AT&T's Xandr	Clypd	TV Advertising Sales Platform	
BCG	AllofUs	Design Consultancy	
Cognizant	Continue	Technology Consultancy	
Dentsu Aegis	Shanghai EBP	eCommerce Agency	
Dotdash	Liquor.com	Digital Media Company	
Enghouse Systems	eptica	Customer Engagement Software	
Facebook	CTRL-Labs	Brain Interface	
Genpact LTD	Rightpoint	Digital Consultancy	
GlobalLogic	Assign Group	Software Design & Engineering	
Grail Insights	Constat	Business Tech Research Firm	
Group Nine	PopSugar	Woman-Focused Publisher	
Inmar	Digitus Solutions	Compliance Platform	
Inmarket	ownerIQ	Media Technology	
Kubient	Fidelity Media, LLC	Supply-side Platform	
LRW Group	Karma Agency	Communications Firm	
LRW Group	Salt Branding	Marketing Consultancy	
Mailgun	Mailjet	Email Solutions Provider	
Mastercard	SessionM	Customer Engagement Platform	
Motion	Remedy	Branding and Design Firm	

Q4 2019

Q4 2019 deals

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

OCTOBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Next 15	Health Unlimited (US Division)	Healthcare Consultancy	
Nike	TraceMe	Platform	
Oracle	CrowdTwist	Customer Loyalty Platform	
Platinum Equity	Cision	Software Company	\$2.74 Billion
Power Digital Marketing	Factorial	SEO Agency	
Roku	Dataxu	Demand-side Platform	\$150.0 Million
Rubicon Project	RTK.io	Tech Startup	\$11.0 Million
S4 Capital's Mediamonks	Firewood	Digital Agency	Merger
S4 Capital's MightyHive	ConversionWorks	Conversion Optimization Agency	
S4 Capital's MightyHive	Datalicious Korea	Data & Analytics Consultancy	
Samba TV	Wove	Data Integration Platform	
Sandstorm	Jacobs Agency	Creative Agency	Merger
SparkPost	eDataSource	Email Solutions Provider	
Taboola	Outbrain	Digital Advertising	Merger
TapClicks	Megalytic	Client Reporting and Dashboard Solutions	
Vice Media	Refinery29	Online Publisher	
Vista Equity Partners' Kibo	Monetate	Brand Personalization and Content Optimization	
W20	Arcus Media	Medical and Scientific Communications	
West Monroe Partners	GoKart Labs	Digital Services Company	

NOVEMBER

Freeman	Convention Data Services	Event Management Company	
CDP's Amperity	Custora	Predictive Analytics	
DoubleVerify	Ad-Juster	Analytics Platform	
Emerald Expositions	G3	Publisher	
Episerver	Idio	Personalization Firm	
Finn Partners	ZPR	Consumer & Lifestyle Specialist	

Q4 2019

Q4 2019 deals

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

NOVEMBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Gemspring Capital	Crafty Apes	Full Service Visual Effects	Investment
Google	CloudSimple	Vmware Cloud Services	
Google	FitBit	Wear OS	\$2.10 Billion
Infutor	Dunn Data Company	Marketing Intelligence	
Kin + Carta	Spire Digital	Digital Transformation Group	\$14.80 Million
LRW Group	T3	Digital Marketing Agency	
Marketscience Consulting	Truesight Consulting	Marketing Analytics	Merger
Matter Unlimited	Agent of Change Events	Experiential Agency	
Meredith Corporation	Viant	Demand-side Platform	60% stake
Mimecast	AMARC Analyzer	Email Validation Software	
Moburst	Clutch Studio	Digital Services Company	
Next 15	Nectar Communications	Data-Driven Communications	
PayPal	Honey Sciences Corporation	Online Shopping Tool	\$4.0 Billion
Quotient Technology	Ubimo	Data & Media Activation	
Rackspace	Onica	Cloud-Native Consulting and Managed Services	
S4 Capital's MediaMonks	WhiteBalance	Content Creation and Production	Merger
Sandow	Metropolis Magazine	Design Publication	
Sverica Capital Management	Gryphon Networks	Technology Integration Platform	Investment
Tech Mahindra	BORN Group	Consultancy	\$95.0 Million
UDG Healthcare	CanaleComm	Life Sciences Agency	\$31.0 Million
Vista Equity Partners	Accelya	Analytics Solutions	
W20	ISO.health	Medical Communications Firm	
W20	Radius Digital Science	Scientific Marketing Communications	
20/20 Research	Over the Shoulder	Mobile Qualitative Business	
424 Capital	Practis	Digital Marketing Agency	Investment
Accenture	Apis Group	Consultancy	

DECEMBER

Q4 2019

Q4 2019 deals

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

DECEMBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Accenture	Clarity Insights	Data Consultancy	
Accenture	Silveo	Consultancy	
Atos	Maven Wave	Tech Consulting Firm	
Attention Capital	Girlboss	Multi-Media Business	
Bain & Company	Pyxis	Alternative Data Analytics	
Bloomberg Media	The Atlantic's CityLab	Standalone Website	
Bruin Sports Capital	WPP's Two Circles	Data Analytics and Sports Marketing Agency	Majority Stake
Cadent	4Info	Data-Matching Company	
Dentsu Aegis	Chef	Experiential Agency	
dovetail solutions	Modamedia/SMG	PR & Marketing Firm	
Facebook	Beat Games	Virtual Reality Games Studio	
Facebook	Packagd	Video Shopping Startup	
Fimalac	Jellyfish	Digital Marketing Agency	Majority Stake
Finn Partners	Medical & Health Consulting	Healthcare Consultancy	
Forbes	Quantalytics AI Labs	AI Tech company	Majority Stake
Havas Group	Gate One	Transformation Specialists	
Havas Group	Shobiz	Experiential Agency	
Hyve Group plc	Shoptalk and Groceryshop	Consumer Packaged Goods Conferences	\$145.0 Million
Integral Ad Science	ADmantX	Semantic-based Solutions Provider	
Ipsos	Data Liberation	Digital Research	Majority Stake
Jellyfish	Social Life	Creative Agency Startup	
Minute Media	The Players' Tribute	Web Publication	
NTT DATA Services	Flux7	IT Services Firm	
Providence Equity Partners, Inc.	Smartly.io	Social Video Ad Tech Provider	Majority Stake
Rubicon	Telaria	Ad Tech	Merger

Q4 2019

Q4 2019 deals

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

[illegible]

[Contact]



McCracken Advisory Partners
mccrackenap.com

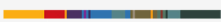
Keith McCracken
Minneapolis
CEO & Co-Founder
+1 952 922 8140
keith@mccrackenap.com

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



Marshall
Acquired by
twoxfour

MCCRACKEN ADVISORY PARTNERS



Has Acquired
A2G


MCCRACKEN ADVISORY PARTNERS



Has Acquired
89DEGREES
Enabling Customer Engagement

MCCRACKEN ADVISORY PARTNERS

Advisory Services provided to



MCCRACKEN ADVISORY PARTNERS

VISION7
INTERNATIONAL

Acquired



MCCRACKEN ADVISORY PARTNERS

PERISCOPE®

Acquired



MCCRACKEN ADVISORY PARTNERS




Strategic Consulting

MCCRACKEN ADVISORY PARTNERS




Advised on Management Buyout

MCCRACKEN ADVISORY PARTNERS



Acquired




MCCRACKEN ADVISORY PARTNERS




Acquired by




MCCRACKEN ADVISORY PARTNERS




Acquired




MCCRACKEN ADVISORY PARTNERS




Acquired a majority interest in




MCCRACKEN ADVISORY PARTNERS



Acquired



MCCRACKEN ADVISORY PARTNERS



Acquired

purestone.

MCCRACKEN ADVISORY PARTNERS

AtomicPR

Acquired by

HUNTSWORTH

MCCRACKEN ADVISORY PARTNERS

speakTECH
Interactive Design & Technology

Acquired by



MCCRACKEN ADVISORY PARTNERS



Acquired




MCCRACKEN ADVISORY PARTNERS




Acquired

LEADSUNITED
Communication with an edge

MCCRACKEN ADVISORY PARTNERS



Acquired by



MCCRACKEN ADVISORY PARTNERS

globalbeach...

Acquired by

speakTECH
Interactive Design & Technology

MCCRACKEN ADVISORY PARTNERS



Acquired by

JWT

MCCRACKEN ADVISORY PARTNERS



Acquired

dmg.
davies murphy group

MCCRACKEN ADVISORY PARTNERS