

M&A in Advertising, Marketing Services & Marketing Technologies

[Q2 2021]

McCracken
ADVISORY PARTNERS

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New York - Minneapolis - Sao Paulo

[Q2 2021 overview]

Picking Up Speed

We tracked 116 relevant transactions for the second quarter of 2021, a whopping 76% increase over the same period a year ago. For a non-pandemic year comparison, we also compared it to 2019 and measured a solid increase of 38% — so this comeback appears to be real. This acceleration in deal count is likely to continue as businesses return to pre-pandemic rhythms, and deals that were put on hold are moving forward.

Highlights from Q2

Accenture maintains the top spot on our list of major buyers with 12 acquisitions in Q2: They acquired the engineering company, **DI Square**; OT consulting firm, **Electro 80**; international ad agency, **Entropia**; management consultancy, **Homburg & Partner**; cloud consultancy, **Industrie&Co.**; cloud expertise company, **Linkbynet**; consulting and tech company, **Nell'Armonia**; cybersecurity consultancy, **Openminded**; consultancy, **Root, Inc.**; digital engagement company, **ThinkTank**; tech engineering company, **Umlaut**; and analytics company, **Novetta**.

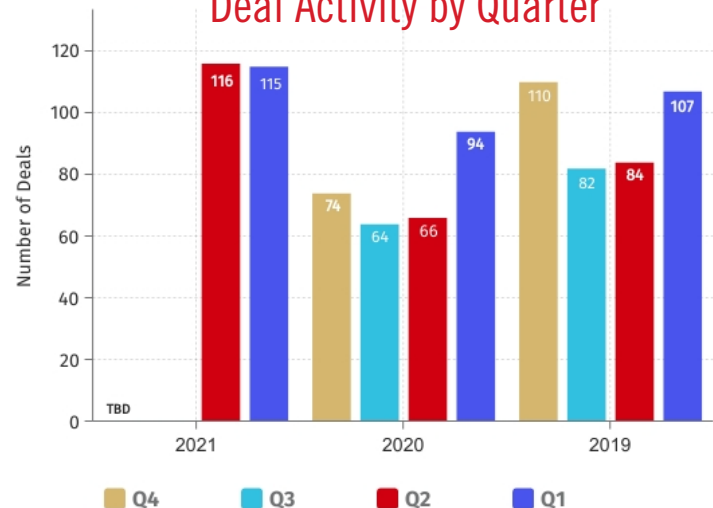
Meltwater B.V. has joined the major buyers list with 2 acquisitions during Q2: social influencer company, **Klear**; and business information company, **Owler**.

Blackstone is another addition to our list with tech consultancy, **IDG**; and advertising software provider, **Simpl.fi**.

Omnicom's Health Group acquired pharmaceutical and biotech firm, **Archbow Consulting**; and **Omnicom's Credera** acquired digital marketing consultant, **Areteans**.

Other major buyers with a single acquisition this quarter: **S4 Capital's Mightyhive** acquired digital agency, **Raccoon Group**. **Publicis Groupe** acquired consumer ad agency, **Taylor Herring**; **Fishawack Health** acquired digital marketing agency, **closerlook**; and **Yum Brands** acquired AI-based company, **DragonTail Systems, Ltd.**

Deal Activity by Quarter



MAJOR BUYERS	Q2 2021	Q1 2021	2020 Deals	2019 Deals
Accenture	12	8	19	18
Meltwater B.V	3	1	0	1
Blackstone	2	1	0	1
Omnicom	2	0	0	0
Fishawack Health	1	2	1	2
Publicis	1	2	1	4
S4	1	6	6	7
Yum Brands	1	2	0	0
Acceleration Partners	0	2	0	0
Cognizant	0	2	5	1
Deloitte	0	1	3	1
Dentsu	0	1	5	11
Havas	0	2	3	6
Jellyfish	0	5	3	2
W2O	0	2	5	3
WPP	0	2	5	2

Consolidation Stories

Interpublic Launches IPG Health

Interpublic Group announced today that FCB Health and McCann Health will be re-aligned under a new global network, to be called IPG Health, and a unified senior management team. In this new operating model, the distinct agency brands remain active and will continue to go to market independently, but will benefit from additional specialty services, knowledge-sharing, proactive career management, and coordinated collaboration.

[More:](#) PharmaLive.com, July 1, 2021

Havas Partners With Wellcom Worldwide to Launch Global Production Business

Havas, one of the world's largest advertising and communications groups, has partnered with global creative production agency Wellcom Worldwide to launch Havas Studios: a new, integrated global production business spanning the full range of content production capabilities.

[More:](#) Businesswire, May 13, 2021

WPP Merges GroupM, WT Data Units To Form New Data Consultancy

WPP is merging the specialist data units of GroupM and Wunderman Thompson to form a new global data consultancy called Choreograph. The holding company said the new entity is designed to provide data advisory services focusing on strategy, implementation and privacy issues as well as optimizing first-party databases. The new operation will offer services including audience insights and planning, private identity solutions, AI-based media optimization, and predictive analytics. Technology development and data-management operations are also part of the offering.

[More:](#) MediaPost, April 27, 2021

In Other News

Yum ramps up transformation with new tech deals. How will they impact marketing?

Changes are afoot at Yum Brands as the owner of KFC, Taco Bell and Pizza Hut hits the gas on a transformation strategy that has grown more pressing due to needs driven by the coronavirus pandemic. Last quarter, the company made two acquisitions — the artificial intelligence (AI) unit of performance marketing firm Kvantum and conversational commerce developer Tictuk Technologies — that speak to an eagerness to center more business on e-commerce and data and analytics. Those deals, combined with recent leadership turnover, suggest the restaurant giant could reinvent aspects of its marketing in line with a new digital-first vision. [More:](#) Marketing Dive, May 12, 2021

Magna Boosts 2021 US Ad Forecast To +15%, Strongest Growth Rate In 40 Years

The latest revised forecast from IPG Mediabrands' Magna Global projects 15% US ad growth this year, to a record \$259 billion. That's the highest growth rate in 40 years, according to Magna, and 8.6 percentage points higher than the 6.4% the agency had projected in March. [More:](#) Digital News Daily, June 14, 2021

Martin Sorrell on how S4 Capital is disrupting the legacy agency model

Three years into his post-WPP venture, the ad world titan explains why his company is prepared for a digital-only future and how it's addressing post-pandemic challenges. Even as vaccines roll out and caseloads decrease, the world will likely be forever changed by a pandemic that accelerated preexisting trends across all facets of daily life. [More:](#) Marketing Dive, June 7, 2021

S4 Capital Expands War Chest, Readies Brand Makeover

S4 Capital got off to a strong start in 2021 with 30%-plus growth in the first quarter and hopes to keep the momentum going on several fronts including continuing to be aggressive on the M&A front. To that end it is preparing a \$500 million bond offering to expand its M&A war chest. [More:](#) Media Post, May 4, 2021

Marketing/Media M&As Begin Bouncing Back

Media and marketing industry merger and acquisition deals crashed in terms of both deal volume and dollar value during the peak of the COVID-19 pandemic in the second quarter of 2020, but they're beginning to trend upward again, according to an analysis published by investment banking firm Berkery Noyes. [More:](#) Media Post, April 9, 2021

Q2 2021 deals

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
APRIL	Accenture	Openminded	Cybersecurity Consultancy	
	Accenture	Root, Inc.	Consultancy	
	Bold Orange Company	Three Deep Marketing	Digital Agency	
	Butchershop	Maniak	Digital Agency	
	Cardlytics	Bridg	Data Startup	\$350.0 Million
	Clarion Capital Partners	Core Compete	Cloud Analytics Service	
	Corridor Capital	Create & Cultivate	Experiential & Digital Media Company	
	Demand Science	Internal Results	Demand Generation Platform	
	Demand Science	Leadiro	B2B Platform	
	Digital Media Solutions (DMS)	Crisp Marketing, LLC	Digital Advertising	
	Emids	Quovantis Technologies	UX Design	
	Endava	Level LLC	Tech Consulting Firm	
	Enero's Hotwire	McDonald Butler Associates	B2B Sales & Marketing Agency	\$4.8 Million
	Extreme Reach	Adstream	Digital Asset Management	
	Finn Partners	MintTwist	Digital Marketing Agency	
	Gemspring Capital	Outform, Inc.	Retail Innovation Agency	
	Graham Holdings	Leaf Group Ltd	Graham Holdings	
	Gregory FCA	Affect	PR Firm	
	Growth Capital Partners (GCP)	Leed's Hippo Digital	Digital Consultancy	Investment
	Impact	Affluent	Analytics and Automation Platform	
	Internet Brands	Pulsepoint, Inc.	Tech Company	
	Iron Horse	ELMNTL	Asian-American Ad Agency	
	ITPR	Huble Digital Group's ITPR	B2B Technology Agency	Management Buyout
	Kantar	Numerator	Consumer & Market Intelligence Firm	1.50 Billion

Q2 2021 deals

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
APRIL	Levine Leichtman Capital Partners	Prime Global Medical Communications	Medical Communications Agency	
	Magnite	SpotX	Sell-side Platform	\$1.14 Billion
	Material	Aruliden	Design Agency	
	Meltwater B.V.	Klear	Social Influencer Marketing Company	17.80 Million
	Next Fifteen	Shopper Media Group	Commerce Marketing Activation	£15.7
	Omnicom Health Group	Archbow Consulting	Pharmaceutical and Biotech Consultancy	
	Omnicom's Credera	Areteans	Digital Marketing Consulting	Majority Interest
	P-MRC Holdings	SXSW	Event Operator	50% Stake
	Publicis Groupe	Taylor Herring	Consumer Advertising Agency	
	Schlesinger Group	Addison Research	Research Services	
	Sverica Capital Management	WinWire Technologies	Digital Engineering Company	
	TrillerNet	Amplify.ai	AI Platform	
	TrillerNet	FITE TV	Streaming Platform	
	Vox Media	Café Studios	Podcast Publisher	
MAY	Accenture	Electro 80	Operational Technology (OT) Consulting Firm	
	Accenture	Homburg & Partner	Strategic Management Consultancy	
	Accenture	Industrie&Co.	Cloud Consulting	
	Accenture	Linkbynet	Cloud Expertise	
	Accenture	ThinkTank	Digital Engagement Tech Company	
	Allied Global Marketing	Honey + Buzz	Marketing Agency	
	Amazon	MGM Studios	Movie Studio	\$8.45 Billion
	Apollo Global Management	Verizon Media	Media Company	\$5.0 Billion
	Beringer Capital	Centre Lane Partner's Perform[cb]	Performance Marketing Agency	
	Capman Mandatum	Sofigate	Digital Transformation Consultancy	Investment

Q2 2021 deals

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

MAY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Clarity	3WhiteHats	Creative SEO and Analytics Agency	
Corel	Ad Remover	Ad Blocking Platform	
CVC Capital Partners & CDPQ	Blue Focus International	Advertising Agency Group	Majority Stake
Demandbase	DemandMatrix	Technographics Provider	
Demandbase	InsideView	Sale & Marketing Intelligence Platform	
Ernst & Young	ServiceNow Partner	ServiceNow Partner	
Globant	HABITANT	Digital Marketing Consultancy	
Health Unlimited	Strategen	Medical Communications Agency	
IBM	Waeg	Salesforce Partner	
LLYC	Apache	Digital Agency	
Mountaingate Capital	The Mars Agency	Global Commerce Marketing Agency	Investment
NTT Data	Nexient	Cloud-Native Company	
OSF Digital	Adept Group	Digital Commerce Service Firm	
S4 Capital's Mightyhive	Raccoon Group	Digital Agency	
Sensor Tower	Pathmatics	Digital Ad Intelligence Company	
smartly.io	Viralpace.ai	AI-Driven Creative Digital Ad Optimization	
Snap	WaveOptics	Augmented Reality Startup	\$500.0 Million
Tech Mahindra	DigitalOnUs	Cloud Consulting	
Univision	Grupo Televisa	Media Company	\$4.80 Billion
Verve Group	Beemray	Data Platform	
Vungle	TreSensa Technologies	Mobile Ad Creative Agency	
Walmart	Zeekit	Virtual Fitting Room Startup	
Twitter	Scroll	Reading Service	
Yum Brands	Dragontail Systems Ltd	AI-Based Company	
Zensar Technologies	M3bi	Data Engineering Firm	

Q2 2021 deals

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
JUNE	Accenture	DI Square	Engineering & Digital Transformation Client Contracts	
	Accenture	Entropia	International Advertising Agency	
	Accenture	Nell'Armonia	Consulting & Technology Company	
	Accenture	Umlaut	Technology Engineering Company	
	Accenture Federal Services	Novetta	Analytics Company	
	Adswerve	Liquidbox	Web Development Company	
	Affle	Jampp	Programmatic Mobile Marketing	
	Argano	Arbela Technologies	Microsoft Partner	
	Barrington Media Group	Five Mill	Digital Marketing	
	BDT Capital Partners	Brunswick	Consultancy	Minority Stake
	Blackstone	International Data Group (IDG)	Tech Consulting Firm	\$1.30 Billion
	Blackstone	Simpli.fi	Advertising Software Provider	
	Butler/Till	Digital Hyve	Digital Marketing Agency	
	Buzzfeed	Complex Networks	Youth Entertainment Company	\$300.00 Million
	Clarion Capital Partners	Ad.net	Digital Performance Advertising	
	Clayton, Dubilier & Rice (CD&R)	UDG Healthcare	Healthcare Communications Company	\$3.70 Billion
	Constant Contact and Siris Capital	Sharpspring, Inc.	Marketing Automation Software	\$240 Million
	Endeavor	Obsidianworks	Marketing Agency	Investment
	Escalent	NewQuest Capital's Grail Insights	Strategic Insights Consultancy	
	Fingerprint	Splice	Healthcare Communications Company	
	Fishawack Health	closerlook	Digital Marketing Agency	
	H.I.G. Capital	Cleo	Software Firm	Investment
	Health Union	Wego Health	Health Influencer Network	
	ICON International	Omnicom Media Group's ICON International	Specialty Media Company	Divestiture

Q2 2021 deals

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
JUNE	Incentive Solutions	OneAffiniti	Channel Incentives Management (CIM) Firm	
	Invoca	DialogTech	Contact Center AI Startup	\$100.0 Million
	Kantar	Memo2	Cross-Media Measurement	
	LDC	Headland	Public Affairs Agency	Minority Investment
	LIV Capital Acquisition Corporation	AgileThought	Digital Transformation Consultancy	Merger
	Lucid Group	DiD Agency Group	Healthcare Creative Agency	
	Meltwater B.V.	Owler	Business Information Company	\$24.5 Million
	OSF Digital	Paladin Group	Salesforce Partner	
	OSF Digital	Werise	Salesforce Marketing Provider	
	Pathwire	Email on Acid	Email Software Company	
	Precisely	Winshuttle	Data Integrity Platform	
	RLH Equity Partners	Astound Commerce	Enterprise Solutions	
	RSM	Rego Consulting's ServiceNow Practice	Work Management Software Consulting	
	Shopify	Primer	Augmented Reality Startup	
	Star Mountain Capital	Revcontent	Ad Tech Solution	Majority Stake
	VntCap Technologies	Bubblebox	Salesforce Marketing Provider	
	Vungle	Jetfuel	Influencer Marketing Platform	
	Winning by Design	Early Revenue	Strategy Consulting and Coaching Firm	
	ZS	Medullan	Digital Health Specialist	

Q2 Total = 116 Deals

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McCracken AP Transactions

STONEARCH

Acquired by

FISHAWACK
HEALTH

MCCRACKEN ADVISORY PARTNERS

JUST
global

Acquired

enigma

MCCRACKEN ADVISORY PARTNERS

SunSpeed

Acquired by

ADVANTAGE
SOLUTIONS

MCCRACKEN ADVISORY PARTNERS



Marshall

Acquired by

twoxfour

MCCRACKEN ADVISORY PARTNERS

dc°

Has Acquired

A2G

MCCRACKEN ADVISORY PARTNERS

IRIS

Has Acquired

89DEGREES
Enabling Customer Engagement

MCCRACKEN ADVISORY PARTNERS

Advisory Services
provided to

peppercomm

MCCRACKEN ADVISORY PARTNERS

VISION7
INTERNATIONAL

Acquired

11
Eleven

MCCRACKEN ADVISORY PARTNERS

PERISCOPE®

Acquired

anthem
marketing solutions™

MCCRACKEN ADVISORY PARTNERS

LeadDog
MARKETING GROUP

Strategic Consulting

MCCRACKEN ADVISORY PARTNERS

ZAMBEZI

Advised on Management Buyout

MCCRACKEN ADVISORY PARTNERS

LEWIS^{PR}

Acquired

PISTON COMMERCE
CULTURE
TECHNOLOGY

MCCRACKEN ADVISORY PARTNERS

plastic

Acquired by

HAVAS

MCCRACKEN ADVISORY PARTNERS

RESOURCE

Acquired

AMMIRATI

MCCRACKEN ADVISORY PARTNERS

iris

Acquired a majority interest in

router

MCCRACKEN ADVISORY PARTNERS

Q2 2021

McCracken Advisory Partners - M&A in Advertising, Marketing Services & Marketing Technologies

McCracken AP Transactions


LEWIS^{PR}

Acquired



MCCRACKEN ADVISORY PARTNERS


LEWIS^{PR}

Acquired

purestone.

MCCRACKEN ADVISORY PARTNERS

Atomic^{PR}

Acquired by

HUNTSWORTH

MCCRACKEN ADVISORY PARTNERS

speakTECH
Interactive Design & Technology

Acquired by

Perficient®

MCCRACKEN ADVISORY PARTNERS


LEWIS^{PR}

Acquired



MCCRACKEN ADVISORY PARTNERS


LEWIS^{PR}

Acquired

LEADS UNITED
Communication with an edge

MCCRACKEN ADVISORY PARTNERS

 **GROUND ZERO**

Acquired by



MCCRACKEN ADVISORY PARTNERS

globalbeach...

Acquired by

speakTECH
Interactive Design & Technology

MCCRACKEN ADVISORY PARTNERS



Acquired by

J W T

MCCRACKEN ADVISORY PARTNERS


LEWIS^{PR}

Acquired

davies murphy group
dmg.

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