



M&A in Advertising, Marketing Services & Marketing Technologies

[Q2 2022]

McCracken
ADVISORY PARTNERS

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New York - Minneapolis - Sao Paulo

[Q2 2022 overview]

Slower but Still Ahead

After a record-breaking 1st quarter, M&A activity in Q2 has slowed slightly but still exhibiting vigor with 130 relevant transactions representing 12% lift in deal flow over the same period a year ago. With Q1 and Q2 combined, the count is a healthy 25% ahead of last year. It remains to be seen if inflation, rising interest rates and supply chain challenges will negatively affect deal counts for the rest of 2022. But it's off to a great start!

Highlights from Q2

Accenture retakes the lead of Major Buyers with 3 deals completed:

Technology consultancy, **Advocate Networks**; AI firm, **Ergo**; and Engineering services company, **XtremeEDA**.

Major buyers with 2 deals completed in Q2 were:

Stagwell: Commerce agency, **Brand New Galaxy**; and Multicultural agency, **Diversity**.

Dentsu Canada: Communications agency, **Antibody**; and **Dentsu's Merkel**: Salesforce consultancy, **Pexlify**.

Major buyers with a single acquisition in Q2 were:

Havas Group: Digital agency, **Search Laboratory**;

Deloitte: Machine Learning specialist, **intellify**;

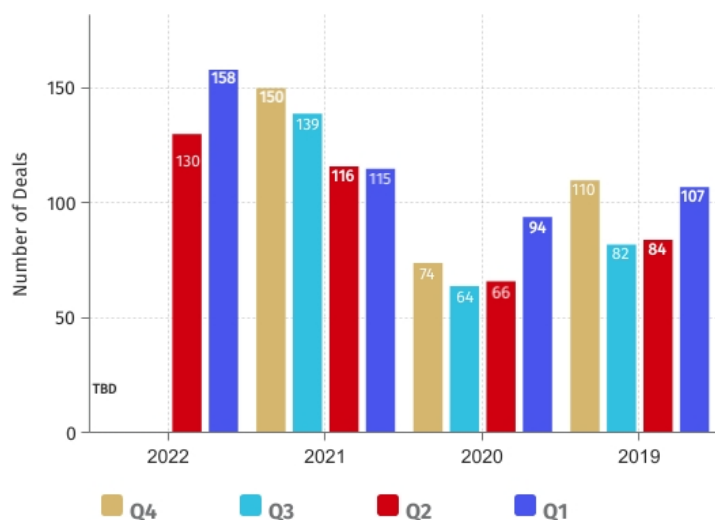
Publicis Groupe: E-commerce platform, **Profitero**;

WPP: Marketing tech services, **Bower House Digital**;

Acceleration Partners: Recruitment platform: **Grovia**;

Fishawack Health: Healthcare consultant, **Avalere**;

Real Chemistry: AI platform, **conversationHEALTH**



Deal Activity by Quarter

MAJOR BUYERS	Q2 2022 Deal	Q1 2022 Deals	2021 Deals	2020 Deals
Accenture	3	1	40	19
Stagwell	2	3	4	1
Dentsu	2	0	2	5
Havas	1	5	3	3
Deloitte	1	2	4	3
Publicis	1	2	5	1
WPP	1	1	5	5
Acceleration Partners	1	0	2	0
Fishawack Health	1	0	3	1
Real Chemistry (W20)	1	0	2	5
IBM	0	3	5	0
S4	0	2	12	6
Omnicom	0	2	6	0
Finn Partners	0	1	9	0
Cognizant	0	0	4	5

More Consolidation and Some Other Stories You May Have Missed

Dentsu International Consolidates Creative Brands Into One Global Network

Dentsu International announced at the Cannes Lions Festival today that it is consolidating its creative agency brands into one global creative network called Dentsu Creative, led by Fred Levron, who joined Dentsu International as Chief Creative Officer in November 2021. [More:](#) MediaPost, June 20, 2022

GroupM's Merger of Essence and MediaCom: More Than Meets the Eye?

GroupM has announced that Essence and MediaCom are joining forces to form a new media agency... There is a logic behind this -- although maybe it's not quite the game-changer that the trade press here sees it as being. Gideon Spanier in Campaign called it "... one of the most significant moves in the media agency sector in five years and probably much longer." [More:](#) Mediavillage.com, May 27, 2022

Accenture rebrands marketing services group to focus on unity

Accenture is rebranding its Interactive marketing services division to Accenture Song, according to a company announcement. The change encompasses the 40-plus agencies, design shops and other businesses the group has acquired over the past decade, with the exception of Droga5, which will continue to operate under its own name. [More:](#) MarketingDive, May 2, 2022

M&As Brewing? Data Shows 'Acquisition Strategy' Spiking Among Advertisers, Agencies

Interest in "acquisition strategy" has risen sharply among both agencies and brands, according to Bombora Company Surge — confirming a strong and sustaining return to M&A activity this year. [More:](#) MediaPost, April 4, 2022

Probably the largest drug launch company on the planet Huntsworth/Ashfield union spawns Inizio

Recently merged medical marketing and communications behemoths Hunstworth and Ashfield have formally come together as Inizio, the new organization announced today. At a combined \$1.5 billion in revenue, the firm is possibly the largest integrated marcomms business of its kind, connecting media, market access, PR and advertising in the U.S. and Europe. [More:](#) MM+M, June 30, 2022

Q2 2022 deals

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

APRIL	BUYER	TARGET	SECTOR (TARGET)	VALUATION
	Ariel Alternatives	Sorenson Communications	Communications for Deaf & Hard of Hearing	Majority Stake
	Ascential	Sellics Marketplace Analytics	Software Company	
	Colossus	A & Co	Design Studio	Merger
	Constant Contact	Vision6	SMS Marketing Software Company	
	Corporate Visions	DSG	Custom Video-Based Playbooks	
	Dentsu Canada	Antibody	Communications Agency	
	Dept	3Q Digital	Marketing Agency	
	DMI	Aurotech	Data Science & Engineering	
	Eldridge Industries & Maverick PE	Viral Nation Inc.	Digital Marketing Company	\$198.0 Million Investment
	EX.CO	Biblio	Machine Learning	
	EY-Parthenon	Quantitative Scientific Solutions (QS-2)	Data Analytics Firm	
	Fortress Brand	Finc3	Digital Marketing Agency	
	Fusion92	DP+	Marketing Agency	
	G/O Media	Quartz	Business News Site	
	Globant	GeneXus	Low-code Platform	
	Goldman Sachs	iSpot.TV	Media Buying Currency	\$325.0 Million Investment
	GTCR & Dreamscape	SQAD	Advertising Research	Strategic Investment
	Gupshup	AskSid	AI Platform	
	Havas Group	Search Laboratory	Digital Agency	
	Huntsworth	Cirkle	PR Agency	
	Incubeta's	Extendo	Data Driven Marketing Company	
	Information Resources Inc. (IRI)	The NPD Group	Global Technology & Data Provider	Merger
	Informaton Service Group (ISG)	Agreemint	AI Contracting Platform	
	Interpublic Group (IPG)	The Famous Group	Fan Experience Tech Company	

Q2 2022 deals

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
APRIL	Kantar	Blackwood Seven	Marketing Optimization	
	Mirakl	Target2Sell	E-commerce Agency	
	Oliver Wyman	Blue Orange Digital	Data Science	
	OpenWeb	ADYOUlike	Advertising Platform	\$100.0 Million
	Publicis Groupe	Profitero	E-commerce Intelligence Platform	
	Real Chemistry	conversationHEALTH	AI Platform	
	Relevate Health	ConneXion360	Healthcare Marketing Solutions	
	Renovus Capital Partners	ProfitOptics	Digital Transformation	
	SEC Newgate	Global Strategy Group (GSG)	Communications Group	Significant Stake
	Shamrock Capital	EDO, Inc.	Analytics Software Company	\$80.0 Million Investment
	StackCommerce	The Fascination	Online Marketplace	
	Stagwell	Brand New Galaxy	Commerce Agency	
	Stagwell	Dyversity	Multicultural Agency	
	Thanx	ZeroStorefront	Marketing & Data Insights Platform	
	The NPD Group	Information Resources Inc. (IRI)	Retail Sales Data Firm	Merger
	Thoughtworks	Connected	Product Development Consultancy	
MAY	Valtech	The Berndt Group	Digital Health Transformations	
	VideoAmp	Elsy	Analytics Platform	
	VSA Partners	RoundTwo Digital	Consultancy	
	Wipro	Convergence Acceleration Solutions	Telecom Consultant	
	Wipro	Rizing Intermediate Holdings	SAP Consulting Firm	\$540.0 Million
	Work & Co.	Presence	Engineering Firm	
	Accenture	Ergo	Big Data, Analytics and AI Firm	
	Acceleration Partners	Grovia	Recruitment Platform	

Q2 2022 deals

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MAY	BUYER	TARGET	SECTOR (TARGET)	VALUATION
	Advantage Solutions	Brandshare	Engagement and Sampling Agency	
	AMP Agency	Genome	Digital Agency	
	Brainlabs	Fanbytes	Influencer Marketing	
	Brainlabs	Nabler	Data Services Specialist	
	Candle Media	ATTN:	Social Storytelling Agency	
	Clarity	93digital	Digital Agency	
	CleverTap	Leanplum	Retention Cloud Firm	
	Concentrix	ServiceSource	B2B Digital Sales Company	
	Cornerstone OnDemand, Inc.	EdCast	AI Company	
	Deloitte	Intellify	Machine Learning Specialist	
	DISQO	Feedback Loop	Customer Feedback & Testing	
	Future PLC	WhoWhatWear	Women's Lifestyle Publisher	
	H.I.G Capital's The Bluebird Group	479 Sales & Marketing	Retail Services Consultant	
	Kantar	Qmee	App Survey Platform	
	Labelium Group	1000heads	Social Agency	\$100.0 Million
	Modus	Atlas Authority	Consultancy	
	My Code	Intremedia	Spanish-language News & Lifestyle Company	
	Pearl Media	LURE	Media Company	
	Resultant	Teknion Data Solutions	Data Analytics Consultant	
	rEvolution	Centigrade	Integrated Marketing Agency	
	RSM	Andsculture	Marketing Firm	
	Ruder Finn	Communicad	Multicultural Agency	
	S4Capital's Media.Monks	TheoremOne	Digital Transformation	
	Shopify	Deliverr	Supply Chain Logistics	\$2.10 Billion

Q2 2022 deals

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
MAY	Synoptek	Macquarium	Customer Experience Agency	
	Triatlantic Group	Kantar Public	Evidence and Advisory Business	
	Vistar Media	Sage+Archer	Buying Platform	
JUNE	Acceleration Community of Companies	Pixly	Influencer Marketing	
	Accenture	Advocate Networks, LLC	Technology Consultancy	
	Accenture	XtremeEDA	Engineering Services	
	Accrete Health Partners	Nordic Consulting Partners	Health & Tech Consulting Firm	
	Activate Marketing Services	Green Leads	Lead Generation	
	Agilisium	Ubique Digital	Digital Transformation	Majority Stake
	Argano	NorthPoint Group	Oracle Specialist	
	Brandtech Group	Acorn Intelligence	Ecommerce Marketing Platform	Majority Stake
	Capgemini	Rufus Leonard	Brand Design and Experience Agency	
	Commerce12	Tetra	E-commerce Agency	
	Dentsu's Merkel	Pexlify	Salesforce Consultancy	
	Dynata	Branded Research	Data Platform	
	Ebay	KnownOrigin	NFT Marketplace	
	Emerald Holding, Inc.	Advertising Week	Global Event Platform	
	Enero Group Ltd.	GetIT	Marketing Agency	
	Enero Group Ltd.	ROI DNA	B2B Digital Marketing Agency	
	Equal Entertainment	Pride Media	Media Company	
	Evoke	Meltmedia	Life Sciences Agency	
	Exadel	CPQI	FinTech Provider	
	Excel Sports Management	Game Seven	Creative Agency	
	Fishawack Health	Avalere	Healthcare Consultant	

Q2 2022 deals

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JUNE	BUYER	TARGET	SECTOR (TARGET)	VALUATION
	Grayling	Advice Partners	Crisis Communication	
	GRO	QuaGrowth	Email Marketing Agency	
	GTCR's Dreamscape Inc.	Standard Media Index (SMI)	Syndicated Database	
	Horizon Media	First Tube	Digital Experience Platform	
	Incubeta	Bruce Clay MENA	Digital Marketing Agency	
	Journey	Futures Intelligence Group	Metaverse Agency	
	Journey	Icraev	Design and Experience Firm	
	Journey	Skilled Creative	Full Service Agency	
	M3 Global Research	Pharma-Insight	Market Research	
	Marcus Thomas	ROIinsights	Analytics Firm	
	McKinsey & Co.	Caserta	Data Analytics Consultant	
	Modus	Tweag	Software Engineering Firm	
	NP Digital	AnswerThePublic	Keyword Marketing Tool	
	NTT DATA	Postlight	Digital Strategy and Design	
	OSF Digital	Kolekto	Digital B2B CRM Company	
	Pinterest	The Yes	AI Shopping Platform	
	Plus Company	Mekanism	Creative Agency	
	Post Capital Partners	Ironmark	Marketing Services	Investment
	PwC	Netrovert	Cloud Consulting	
	R3	Adbrands	AI Platform	
	Red Nucleus	Yukon Training	Skills Training	
	Riveron	Clermont Partners	Consultancy	
	Sempre.ai	NewSpace Networks	Space-Based Wireless Communications	
	Spectrum Science	Sonic Health	Life Sciences Agency	

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JUNE	BUYER	TARGET	SECTOR (TARGET)	VALUATION
	Spotify	Findaway	Audiobook Distributor	
	Stefanini Group	ECGlobal	Marketing Technology Services	Merger
	Thoughtworks	Handmade Design	Strategic Design Consultancy	
	TryMyUI	Stitchology.ai	Web Analytics Tool	
	UTA	MediaHound	Data & Analytics Firm	
	Vista Equity Partners	Better Cloud	SaaS Management Platform Provider	Strategic Investment
	We Are Social	Kobe	Influencer Marketing	Majority Stake
	West Monroe	71 & Change	Change Consultancy	
	White64	Jake Group	Digital Specialist	
	WPP	Bower House Digital	Marketing Technology Services	

Q2 Total = 130 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 2022

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

lunchbox™
Shopper Engagement Solutions

Acquired by

J W T

MCCRACKEN ADVISORY PARTNERS

LEWIS^{PR}

Acquired

davies murphy group
dmg.

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