

M&A Advisors to Marketing Agencies, Media & Technology Companies

[Q3 2024]

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[Q3 2024 Overview]

Fed Rate Cuts: A Boost for Marketing Services and Media M&A?

On September 18, the Federal Reserve made a bold move by cutting interest rates by 50 basis points. This half-point reduction, larger than the anticipated quarter-point cut, signaled the Fed's strong commitment to stimulating economic activity. It was the first rate cut in four years, aimed at reducing borrowing costs for businesses and potentially spurring M&A activity in the marketing services and media sectors.

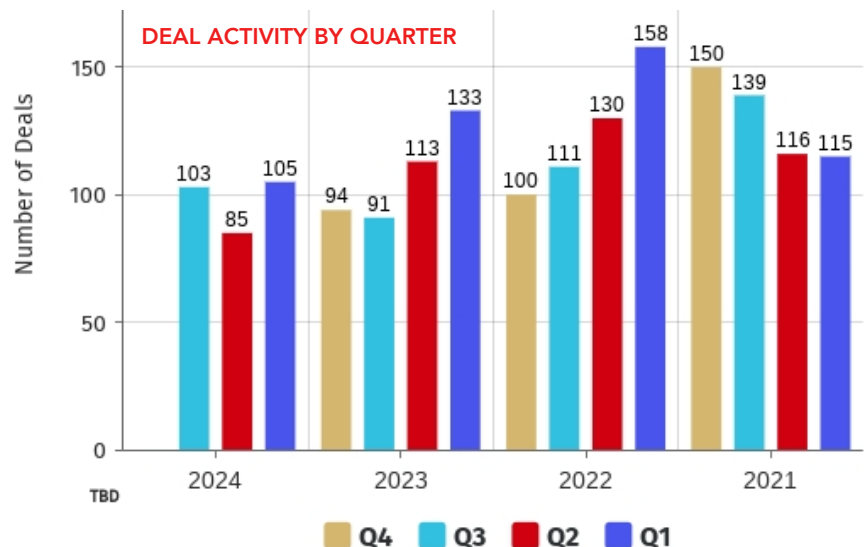
Although the initial market reaction was positive, the move had already been largely priced in, resulting in only a brief market buzz. For private equity firms, current valuations are unlikely to return to previous highs in the short term due to broader market conditions.

Challenges persist, particularly the weaker-than-expected performance of agencies in 2023, which has carried over into 2024 for many firms. Additionally, heightened political uncertainty in key markets continues to dampen dealmakers' confidence.

Reasons for Optimism

Despite these headwinds, there are reasons for optimism. Our analysis shows 103 relevant transactions in Q3, a 13% increase year-over-year and consistent with Q3 2022 levels. This rise suggests that lower borrowing costs may already be driving some deal activity, even as global network agencies remain relatively quiet.

There is also hope that further rate cuts later this year could boost activity positioning the marketing services and media sectors for a potential rebound.



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Highlights from Q3

Stagwell led the major buyers in Q3 with three deals:

Digital agency, **LEADERS**; Consultancy, **Consulum**; and Predictive brand tech platform, **BERA**.

Major buyers completing two deals in Q3:

Accenture: Retail technology services provider, **Logic**; and Healthcare consultancy, **consus.health**.

Havas: Media shop, **Hotglue**; and Data agency, **DMPG**.

Publicis: Influencer marketing agency, **Influential**; and Commerce marketing firm, **Mars United Commerce**.

Buyers with one deal in Q3:

Blackstone: Healthcare advisory firm, **Chartis**.

Dentsu: Data privacy vault developer, **Skyflow, Inc.**

Finn Partners: Public relations firm, **Claudine Colin Communication**.

IBM: Oracle consultancy, **Accelalpha**.

IPG: Communications agency, **Prime Weber Shandwick**.

Omnicom: Digital marketing consultancy, **LeapPoint**.

WPP: Creative agency, **New Commercial Arts (NCA)**.

MAJOR BUYERS	Q3 2024	First Half 2024	2023 Deals	2022 Deals
Stagwell	3	5	4	7
Accenture	2	29	24	15
Havas	2	4	10	9
Publicis	2	1	5	4
Blackstone	1	0	2	0
Dentsu	1	0	5	4
Finn Partners	1	0	3	3
IBM	1	0	1	5
IPG	1	4	0	0
Omnicom	1	1	9	3
WPP	1	4	8	8
Deloitte	0	2	1	3
EY	0	1	1	2
Real Chemistry (W20)	0	1	1	1
S4	0	0	0	4

[Q3 2024 Overview]

Stories You May Have Missed

"Stunned At The Price": Industry Reacts To FGS/KKR Deal

GS Global's ability to sell itself on a "McKinsey-style rating" is likely to shake up prospects for the corporate advisory sector, according to industry leaders responding to KKR's valuation of the firm at approximately \$1.7bn.

[More:](#) PProvoke Media, August 12, 2024

Omnicom Pulls BBDO, DDB and TBWA Into Newly Created Omnicom Advertising Group

The new global organization will align creative networks BBDO, DDB, and TBWA, as well as leading agencies within the Advertising Collective, including Goodby Silverstein & Partners, GSD&M, Merkley & Partners and Zimmerman.

[More:](#) AdWeek, August 28, 2024

Will Omnicom's Creative Agency Reorganization Drive Growth?

Omnicom's decision to group its creative agencies together under a single leadership team is part of a holding company trend that's been going on for several years now. Madison & Wall's Brian Wieser notes that "Omnicom will now join Publicis, Havas and Dentsu with the relatively unified approach towards managing creative advertising services that has appeared somewhat inevitable to us over the past decade."

[More:](#) MediaPost, August 27, 2024

IPG Explores 'Strategic Alternatives' For Huge, R/GA

Interpublic CEO Philippe Krakowsky confirmed today that the agency is evaluating "strategic alternatives" for both of its struggling digital agencies, Huge and R/GA.

[More:](#) MediaPost, July 24, 2024

[Q3 2024 Overview]

Stories You May Have Missed

Small Creative Agencies Are Winning Major Accounts - Inside the Growing Trend

GM, Häagen-Dazs and Liberty Mutual Insurance have recently turned to shops with fewer than 100 employees.

[More:](#) AdAge, July 22, 2024

Magna Revises '24 U.S. Expansion To +11.4%, Most Bullish Yet

Citing a "stronger macro economic outlook," higher-than-anticipated second-quarter growth, and demand for digital media and CTV, IPG Mediabrands Magna unit this morning revised its 2024 U.S. advertising growth estimate to 11.4% (8.9% excluding cyclical events such as the Olympics and elections).

[More:](#) MediaPost, September 16, 2024

Q3 2024 Deals

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

JULY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Accenture	Logic	Retail Technology Service Provider	
Ansira	BrandMuscle	Channel Partner Marketing Company	
Ansira	Sproutloud	Channel Partner Marketing Company	
Aspire Systems	Method4	Software Development Company	
Blend	nuvu	Applied AI	
Bold Orange	Journey 121	Marketing Software Company	
C5i	Analytic Edge	Marketing Analytics	
CDP BlueConic	Jebbit	Data Collection Start-up	
Dentsu	Skyflow, Inc.	Data Privacy Vault Developer	Investment
Finn Partners	Claudine Colin Communication	PR Firm	
Havas	Hotglue	Media Shop	
Impel	Outsell	Software Development Company	\$100.0 Million
Improving	Imaginet	Technology Firm	
Infogain	Impaqtive	Salesforce Consulting Firm	
Inspire11	Integral	Software Engineering Company	
IZEA Worldwide, Inc.	The Reiman Agency	Sports & Celebrity Marketing Firm	
JPA Health	akt health	Communication Agency	
MHP Group	Tuva Partners	Technology Firm	
MiQ	Pathlabs	Media Execution Partner (MEP)	
Mod Op	Evans Hunt	Digital Agency	
Publicis Group	Influential	Influencer Marketing	
SEMRush	Ryte	SaaSCompany	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
JULY	Shamrock Capital	Vine Alternative's Premium Content Portfolio	Premium Content & Media	
	Sia Partners	Ready Set Rocket	Digital Agency	
	Sparq	Amplify	Data Engineering	
	Sparq	Kingsmen Software	Digital Engineering	
	Stagwell	LEADERS	Digital Agency	
	Stagwell's Harris Poll	BERA	Predictive Brand Technology Platform	
	Thrive	The Longleaf Network	Technology Services	
	Trevelino/Keller	Marsden Marketing	Growth PR + Mkt Firm	
	Trilliad	Just Global	B2B Marketing Agency	
AUGUST	Valiantys	Contegix	Atlassian Consulting	
	Accenture	consus.health	Healthcare Consultancy	
	Altice's Outbrain	Teads	Video Monetization Company	\$1.0 Billion
	Apax	Thoughtworks	Tech Consultancy	\$1.750 Billion
	Ascential	Effie Worldwide	Effie Awards Commercial Assets	
	Blackstone	Chartis	Healthcare Advisory Firm	Majority Investment
	Blue Wheel	Day One Digital	E-commerce Agency	
	Brasco	Circle City Strategy	PR Consultancy	
	Bruin Capital	Freshmad	Branding Agency	
	Capgemini	Syniti	Data Management	
	Carlyle	SEIDOR	Tech Services Consultancy	Investment
	Cerberus Capital Management	Outform Group	Retail Marketing	
	Disrupt	Half Past Nine	Marketing Firm	

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
AUGUST	Dysrupt	Armscye	Performance Marketing	
	Fluid	Think Box	Software Development Company	
	GRO	DLVRD	Retail Media Service	
	Harbert Growth Partners	Admiral	Ad Block Recovery Startup	\$19.0 Million
	Hibu	RevLocal	Marketing Agency	
	InMarket	ChannelMix	Marketing Matrix Start-up	
	KKR	WPP's FGS	Corporate Communications	\$775.0 Million/ 50.5% Stake
	Modaramo Media	Bright Reach Media	Marketing Agency	
	Outbrain	Teads	Publisher	\$1.0 Billion
	Proven Optics	CloudGenera	Cloud Financial Optimization Services	
	Res Publica Group	KemperLesnik	Public Relations Firm	
	Stagwell	Consulum	Government Advisory Consultancy	
	Stella Point Capital	Qualified Digital	Digital Agency	Investment
	Supreme Group	BioStrata	Life Science Marketing Firm	
	The Imagine Group	Meyer's Temporary Display Portfolio	Display and Signage	
	Tombras	Niña	Creative Agency	
	Turnberry Solutions	1904Labs	Digital Consultancy	
	YouGov	Yabble	Audience Insights Business	EU 4.50 Million
	Ziff Davis	CNET	Tech Publisher	\$100.0 Million
SEPTEMBER	Acceleration Community of Companies (ACC)	DKC	Marketing Communications Agency	Majority Stake
	Aditude	Hashtag Labs	Automation	
	Artefact	Effixis	AI Consultancy	

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

SEPTEMBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Attain	Merryfield	App	
Barrett Hofherr	Funworks	Creative Agency	
Blue Matter	Sam Brown Inc.	Healthcare Corporate Communications	
BrandStar	Blue Ocean Press	Print Solutions	Merger
Buchanan Technologies	Heartland IT Technologies	IT Services	
Cadmus	Ventera	Digital Transformation	
Cendyn	Knowland	DAS Intelligence	
Charlesbank Capital Partners	Front Row Group	E-commerce Agency	Strategic Investment
D2E Labs	Lunge Marketing	Full-service Marketplace Agency	
EPAM	NEORIS	Tech Consultancy	
Five by Five	TSA	Influencer Agency	
Globant	Blankfactor	It Consulting	
Globant	Exusia	IT Services Consultant	
Grid Dynamics	JUXT	Software Engineering	
Havas	DMPG	Data Agency	
Hover Group	Black Rock Marketing Group (BRMG)	Shopper Marketing	
IBM	Accelalpha	Oracle Consultancy	
Informa	Paramount's VidCon Creator Conference	Annual Conference for Influencers	
IPG's The Shandwick Collective	Prime Weber Shandwick	Creative & Communications Agency	Management Buyout
Juice Media	Media Design Group (MDG)	Streaming Specialist	
Juice Media	Mooko Media	Performance Marketing	
MindgruveMacarta	Icon Commerce	Retail Marketing	Merger

SEPTEMBER

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Our Transactions

 <p>ACQUIRED BY WCST Holdings, LLC. A PORTFOLIO COMPANY OF SIX PILLARS PARTNERS AND MERIT CAPITAL PARTNERS</p>	 <p>HAS ACQUIRED PLXN</p>	 <p>ACQUIRED BY FISHAWACK HEALTH</p>	 <p>ACQUIRED enigma</p>
 <p>ACQUIRED BY ADVANTAGE SOLUTIONS</p>	 <p>ACQUIRED BY twoxfour</p>	 <p>STRATEGIC CONSULTING</p>	 <p>HAS ACQUIRED A2G</p>
 <p>ACQUIRED 89DEGREES</p>	 <p>ADVISED</p>	 <p>ACQUIRED W</p>	 <p>ACQUIRED anthem marketing solutions</p>
 <p>STRATEGIC CONSULTING</p>	 <p>ADVISED ON MANAGEMENT BUYOUT</p>	 <p>ACQUIRED PISTON <small>COMMERCE CULTURE TECHNOLOGY</small></p>	 <p>ACQUIRED BY HAVAS</p>
 <p>ACQUIRED AMMIRATI</p>	 <p>ACQUIRED MAJORITY INTEREST router</p>	 <p>ACQUIRED eba <small>communications</small></p>	 <p>ACQUIRED purestone.</p>

Our Transactions

 <p>ACQUIRED BY</p> 	 <p>ACQUIRED BY</p> 	 <p>ACQUIRED</p> 	 <p>ACQUIRED</p> 
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