

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

[Q4 2024]

McCracken.

Advisory Partners

[Q4 2024 Overview]

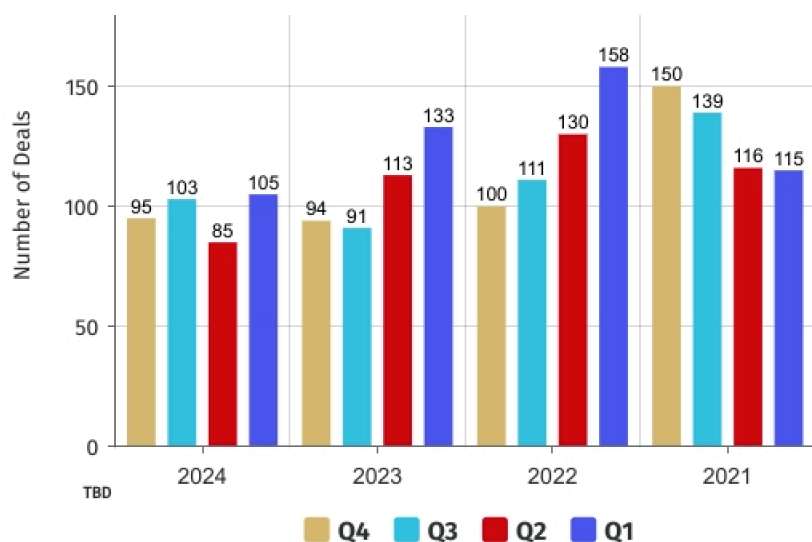
Blockbuster announcements from Omnicom and Vivendi overshadowed an otherwise quiet Q4 for transactions, with deal volume remaining roughly in line with the same period last year.

December 2024 will be remembered for the unveiling of major deals, beginning with what may be the biggest headline of the year—if not the decade. Omnicom confirmed an agreement to acquire Interpublic in a stock deal that will see Omnicom shareholders owning 60.6% and Interpublic shareholders holding 39.4% of the newly formed publicly traded company. Although the deal is not expected to close until the second half of 2025, the announcement has already sparked waves of speculation about the many entities owned by both holding companies around the globe.

Just days later, Vivendi made its long-anticipated move by spinning off Havas, making it an independent, publicly traded entity. On December 16, Havas began trading on the Euronext Amsterdam exchange with a valuation of \$2.6 billion. Havas had been part of Vivendi since its acquisition in 2017. In more recent news, Havas has revised its 2024 outlook upward, signaling that it is well-positioned for growth.

Looking ahead to 2025, the expected loosening of regulations, coupled with accelerating investment in artificial intelligence, rising consumer confidence, lower interest rates, and, perhaps most importantly, pent-up demand from buyers and sellers eager to monetize their assets, is likely to provide a much-needed boost to M&A activity.

DEAL ACTIVITY BY QUARTER



[Q4 2024 Overview]

Highlights from Q4

Accenture is back on top of the major buyers list for the third time this year. Their 6 Q4 deals include: Consultancy, **Allitix**; German software development firm, **AOX**; German SAP consulting firm, **Camelot Management Consultants**; Italian engineered managed services firm, **The IQT Group**; consulting firm, **Joshua Tree Group**; and cybersecurity company, **Reality Defender**.

Stagwell completed 4 deals: Malaysian performance marketing firm, **Blue Horse**; UAE digital communications shop, **Create. Group**; South African design studio, **Dash Digital**; and German media monitoring firm, **Unicepta**.

Buyers with one deal in Q4:

IPG: Retail analytics firm, **Intelligence Node**

Omnicom: Advertising holding company, **Interpublic Group (IPG)**

WPP: Marketing agency, **The & Partnership**.

MAJOR BUYERS	Q4 2024	Q3 2024	First Half 2024	2023 Deals	2022 Deals
Accenture	7	2	29	24	15
Stagwell	4	3	5	4	7
IPG	1	1	4	0	0
Omnicom	1	1	1	9	3
WPP	1	1	4	8	8
Blackstone	0	1	0	2	0
Deloitte	0	0	2	1	3
Dentsu	0	1	0	5	4
EY	0	0	1	1	2
Finn Partners	0	1	0	3	3
Havas	0	2	4	10	9
IBM	0	1	0	1	5
Publicis	0	2	1	5	4
Real Chemistry (W20)	0	0	1	1	1
S4	0	0	0	0	4

[Q4 2024 Overview]

Stories You May Have Missed

Why Agencies and Brands are Hiring Influencers as Business Consultants

Strategy uncovers hidden insights and disruptive ideas from sector-focused micro-communities.

[More:](#) AdAge, Oct. 17, 2024

The Number of Ad Tech Mergers and Acquisitions is Developing from a Trickle to a Steady Flow

Last week, Samba TV confirmed its purchase of Semasio, a development that dealmakers hope represents the recent trickle of mergers and acquisitions in ad tech that will flow into a more consistent pipeline. Given that the economic and political climate (both macro and micro) would theoretically further facilitate such activity, such aspirations are gaining momentum.

[More:](#) Digiday, Nov. 7, 2024

Why Publicis Is Winning

It's no secret that Publicis Groupe has outperformed both on an absolute basis as well as in comparison to its ad holding company ("HoldCo") brethren. In the last five years, Publicis' market cap has more than doubled (+160%) from \$10.5 billion to \$28 billion as the firm has racked up big client wins, largely at the expense of WPP.

[More:](#) AdExchanger, Dec. 2, 2024

Worldwide Partners Adds Agencies, Assignments

Independent agency network Worldwide Partners continues to build its capabilities and client roster with the addition of eight new agencies and new strategic client assignments. The new agencies boost the network's creative, experiential, retail and Hispanic marketing capabilities while expanding its footprint.

[More:](#) MediaPost, Dec. 4, 2024

[Q4 2024 Overview]

Stories You May Have Missed

Edelman cuts 5% of global workforce amid restructuring

Edelman has reduced its global workforce by more than 5% — impacting about 330 employees — and will sunset several of its subsidiary boutique agencies, according to a memo obtained by Axios. **Why it matters:** This is part of a broader demand across the industry for more streamlined, integrated PR support that includes corporate reputation, brand marketing and public affairs. [More:](#) Axios, Dec. 4, 2024

Why Now Is The Right Time For The Omnicom-IPG Combination

Omnicom CEO John Wren and IPG CEO Philippe Krakowsky told analysts and investors today that they had been talking about a potential tie-up for nearly a year prior to this morning's announcement that Omnicom will buy IPG. The deal, which the firms expect to take at least seven months to complete, is a game changer for the industry, reducing the "Big 6" holding companies to the Big 5: Omnicom, Publicis, WPP, Dentsu and Havas. [More:](#) MediaPost Dec. 9, 2024

WPP To Implement 4 Day In-The-Office Workweek

WPP has advised its employees of a new global office attendance policy that will take effect in April. Staffers will be required to work in the office a minimum of four days per week on average, including two Fridays a month. [More:](#) MediaPost, Jan. 7, 2025

Havas Revises 2024 Results Upward, Says It Is Well Positioned

Havas, which recently spun off from Vivendi as an independent publicly traded company, on Wednesday revised its final 2024 results upward, citing: [More:](#) MediaPost, Jan. 8, 2025

Q4 2024 Deals

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

OCTOBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Accenture	Camelot Management Consultants	SAP Consulting Firm	
Accenture	Joshua Tree Group	Consulting Firm	
Accenture	Reality Defender	Cybersecurity Company	Investment
Believe Limited	BrandStar	Strategic Marketing Company	
Carve Communications	Freeman PR	PR Firm	
Circumference Group	Visionary Integration Professionals	Digital Transformation	Majority Stake
CoreX	ITS Partners	ServiceNow Partner	
DCG One	Cirangle Design	Direct Marketing Agency	
eHouse	Pointer Creative	Creative & Design Agency	
EPAM	First Derivative	Digital Transformation	
Evenex	Neoteq	Experience Marketing Agency	
Everlane Equity Partners	Monument Advocacy	Public Affairs Firm	Investment
Gravity Global	VOCO	Social Media Agency	
Grid Dynamics	Mobile Computing	Software Development Service Provider	
Hyve	HLTH	Global Health Innovation Community	
Impact XM	Matrex Exhibits	Event Design Firm	
Improving	Leniolabs	Software Development Company	
Insignia	Oxford Road	Podcast Agency	
Insignia	Veritone One	Podcast Agency	Up to \$104.0 Million
Keywords Studios	Certain Affinity	Game Development	
One Equity Partners	Yorktel	IT Services Firm	
OneMagnify	Emodo	AI Driven Marketplace	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
OCTOBER	Orchestra	Small Girls PR	Experiential and Influencer Marketing	
	Presidio	Kinney Group (KGI)	Data Analytics	
	Presidio	The Only Agency	Talent Representatives	Majority Stake
	Samba TV	Semasio	Audience Data	
	Semrush	MarTech.org	Industry News Brands	
	THL Partners	Red Nucleus	Strategic Services	Majority Investment
	Two Circles	Kore	Data Intelligence Platform	\$650.0 Million
	Up&Up Group	2Stories	Content Marketing Agency	Strategic Investment
NOVEMBER	Elixirr	Hypothesis	Insights Firm	
	Zeta Global	LiveIntent	Marketing Firm	
	Accenture	Allitix	Consultancy	
	Accenture	Award Solutions	Consultancy	
	Adapting Social	Three Summers Creative	Creative Agency	
	AMC Networks	BBC America	Media Company	\$42.0 Million
	Billups	Mediabridge	Out of Home Specialist	
	Bully Pulpit International	Seven Hills	Communication Agency	
	Centerfield	Brainjolt	Social Commerce	
	Crowd Digital Marketing	Noble	Software Development Company	
	EIC Partners	Croud	Digital Marketing Agency	Majority Stake
	Go Capital	Arketi Group	Digital Marketing Agency	Investment
	Goose Digital	MoreSALES	Digital Marketing	
	Growth Catalyst	InspiredMinds!	AI Leadership & Innovation	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
NOVEMBER	Harvest Group	Bold Strategies, Inc.	Media & Shopper Marketing	
	Iverness Graham	Alliant	Audience Platform	
	Launchsquad	Megawatt	Content Marketing Agency	
	M3 Group	roundtable6	Communication Agency	
	MediaSense	R3	Consultancy	
	Minds + Assembly	BOLDSCIENCE	Medical Communications	Merger
	Nextview Consulting	Sabio Group's Salesforce Practice	Salesforce Specialist	
	Periscope Equity	Reservoir Communications	Health Care Consultancy	Investment Partnership
	Periscope Equity	The RepTrak Company	Reputation Intelligence	
	Point B	Lumston	Software Development	
	Presidio	Contender Solutions	ServiceNow Provider	Majority Stake
	Publicis Media	Picture Motion	Impact Film Marketing Agency	
	Renovus Capital Partners	Performive	IT Services	Majority Investment
	Rise NY & Partners	Spaces&Creatures	Experiential Studio	
DECEMBER	Shamrock Capital	DE-YAN	Experiential Consultancy	
	Sunstone Partners	KMS Technology	Digital Engineering	
	WPP	The & Partnership	Marketing Agency	
	Zaelab	Trellis	B2B Digital Commerce	
	Accenture	AOX	Software Development	
	Accenture	IQT Group	Engineered Managed Services	
	AEA Investors	IPG's Huge	Digital Agency	
	ASH Investment Partners	FortyAU Partners	Digital Services Firm	Investment

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

DECEMBER

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Automatic	WPAI	AI for Wordpress	
Avoq	SRA Communications	Public Affairs Firm	
Brave Bison	Engage Digital Partners	Sports Marketing Agency	EU 11.0 Million
CGI	Daugherty	AI Services Firm	
Colangelo & Partners	Wineglass Marketing	Digital Marketing Agency	Majority Stake
Datavail	Adjacent Solutions	Consultancy	
GlobalData	Celent	Research & Advisory Firm	
Gryphon Investors	phData	AI Solutions	Investment
IPG	Intelligence Node	Retail Analytics	\$100.0 Million
Ipsos	Kantar Media	Audience Measurement Services	
Journey	59	Design Firm	
Journey	VMI Studio	Technology Firm	
Later	Mavely	Influencer Platform	\$250.0 Million
LoopMe	Zynga's Chartboost	Monetization Platform	
MediaOcean	Innovid	Video Ad Server	\$500.0 Million
Mod Op	Image Media	Experience Agency	
NeoReach	Influencers.com	Technology Firm	
Ness Digital Engineering	Raja Software Labs	Product Engineering	
Omnicom	Interpublic Group	Advertising Holding Company	\$13.25 Billion
Pomeroy Technologies	Soroc Technology	Technology Solutions	
RFBinder	Taft Communications	Public Relations Firm	
SixGen	Kyrus Tech	Software Development	

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Our Transactions

twoxfour
 ACQUIRED BY
WCST Holdings, LLC.
 A PORTFOLIO COMPANY OF
 SIX PILLARS PARTNERS
 AND
 MERIT CAPITAL PARTNERS

JU St
 HAS ACQUIRED
PLXN

STONEARCH
 ACQUIRED BY
FISHAWACK HEALTH

JU St
 ACQUIRED
enigma

SixSpeed
 ACQUIRED BY
ADVANTAGE SOLUTIONS

Marshall
 ACQUIRED BY
twoxfour

Wild Fusion
 STRATEGIC CONSULTING

dc°
 HAS ACQUIRED
A2G

IRIS
 ACQUIRED
89DEGREES

peppercomm
 ADVISED

VISION7 INTERNATIONAL
 ACQUIRED
W

PERISCOPE
 ACQUIRED
anthem marketing solutions

LeadDog MARKETING GROUP
 STRATEGIC CONSULTING

ZAMBEZI
 ADVISED ON MANAGEMENT BUYOUT

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PISTON COMMERCE CULTURE TECHNOLOGY

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HAVAS

RESOURCE
 ACQUIRED
AMMIRATI

iris
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Our Transactions

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