



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

[Q1 2026]

McCracken.
Advisory Partners

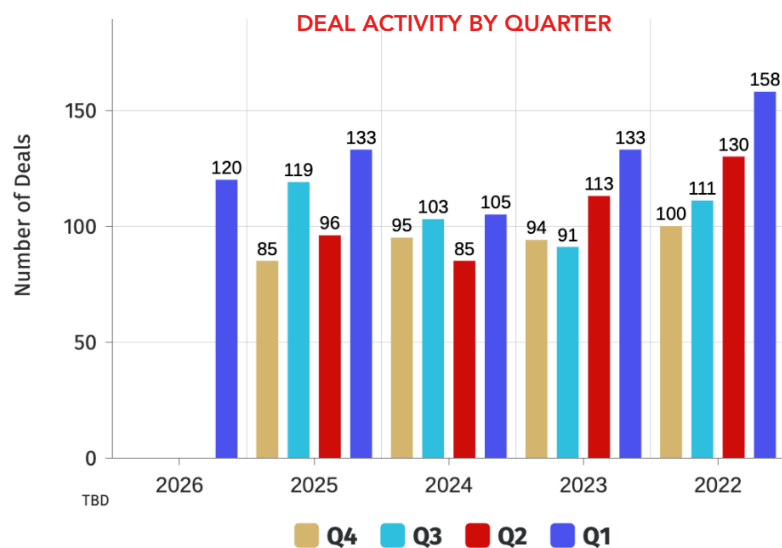
[Q1 2026 Overview]

Activity Levels Remain Healthy

Q1 2026 signals a continued, and increasingly defined, evolution of M&A across the marketing services landscape, where strategic intent is being shaped less by scale alone and more by capability, particularly in AI, data enablement, and platform integration. Activity levels remain healthy, building on the momentum observed through 2025, with a clear bias toward transactions that enhance end-to-end marketing ecosystems and unlock measurable performance advantages.

The quarter reflects a meaningful acceleration in AI-led dealmaking underscoring the growing importance of embedded intelligence across customer experience, content generation, and campaign optimization, reinforcing that AI is no longer experimental—it is foundational.

Alongside this shift, traditional network consolidation and selective geographic expansion remain active, providing acquirers with a complementary route to scale even as capability-driven transactions dominate the broader narrative.



Taken together with the broader transaction dataset for the quarter, the message is clear: buyers are prioritizing differentiated capabilities, scalable platforms, and cultural alignment over pure volume. As we move further into 2026, we expect this dual-track dynamic—AI-driven transformation alongside selective consolidation will continue shaping both the pace and profile of deal activity.

[Q1 2026 Overview]

Highlights from Q1

Accenture is back on top of the major buyers with 4 deals completed in Q1: AI solution firm, **Avanseus**; Retail technology provider, **DaVinci Commerce**; AI native services firm, **Faculty**; and Analytics provider, **Ookla**.

Havas finished Q1 with 4 deals: Public affairs firm, **Acento Public Affairs**; Digital analytics firm, **Ctrl**; Marketing event agency, **Eyesight**; and Cultural marketing agency, **Styleheads**.

Argano also completed 4 deals in Q1: SAP & Oracle solutions firm, **Advantco**; Consultancy, **Pharosity Consulting**; Workday partner, **Stormloop Technologies**; and Digital transformation firm, **Denovo Ventures**.

Major buyers with 2 deals completed in Q1:
Mountaingate Capital: Commerce agency, **Harvest Group**; and Direct Response platform, **Upswell Marketing**.
Publicis: Sports marketing firm, **160over90**; and AI startup, **AdgeAI**.

MAJOR BUYERS	Q1 2026	2025 Deals	2024 Deals	2023 Deals	2022 Deals
Accenture	4	15	38	24	15
Argano	4	5	0	0	1
Havas	4	10	6	10	9
Mountaingate Capital	2	6	0	2	0
Publicis	2	10	3	6	4
Omnicom	1	1	3	9	3
Stagwell	1	5	12	4	7
Supreme Group	1	5	3	1	0
Brave Bison	0	4	0	0	0
Deloitte	0	0	2	1	3
Finn Partners	0	1	1	3	3
Ignite Visibility	0	3	0	1	0
Interpublic Group	0	0	6	1	1
Real Chemistry	0	3	1	1	1
Redbrick	0	2	0	1	1

Major buyers with one deal completed in Q1:

Omnicom: Shopper agency, **TPN**

Stagwell: Strategic alliance of **Doner** and **Colle McVoy**

Supreme Group: Creative agency, **Broth**

[Q1 2026 Overview]

Stories You May Have Missed

A New Wave of M&A Shows that Retail Media's Easy Growth Is Gone

Retail media is moving into a rocky adolescence. The sector has recently seen a flurry of mergers, acquisitions, and consolidation deals aimed at helping marketers collect and combine lucrative shopping data. [More](#): AdWeek, March 9, 2026

Stagwell Posts \$2.9B Revenue for 2025 and Predicts Record New Business Ahead

Stagwell expects first quarter 2026 new business to be the strongest in its history, giving the holding company reason to be optimistic about the year ahead, according to CEO Mark Penn. "I can say with some confidence that our Q1 2026 net new business is shaping up to be the strongest in the history of the firm," Penn said during Stagwell's fourth quarter and full year earnings call Tuesday.

[More](#): AdWeek, March 6, 2026

Real Chemistry No Longer Largest US PR Firm by Revenue

Real Chemistry overtook Edelman as the No. 1 US PR firm by revenue in 2024 but gave up the top spot last year after Swoop left its fold. [More](#): PR Week, March 3, 2026

WPP abandons holding company model in major strategic overhaul

The Elevate28 plan creates a single company with four units and introduces a talent framework meant to foster a "high-performance culture."

[More](#): Marketing Dive, February 26, 2026

Omnicom To Sell \$2.5B In 'Non-Strategic,' Underperforming Assets

Omnicom issued its fourth quarter and full-year results late Wednesday without providing formal organic growth figures or its outlook for 2026.

The firm said there would be more to come on that at an investor day event in March, although it's likely that the firm will not be issuing formal organic growth estimates — seen by many as a key metric of ad industry health — throughout 2026. Informal estimates on earnings calls are more likely. [More](#): MediaPost, February 18, 2026

[Q1 2026 Overview]

Stories You May Have Missed

Madison Avenue Is in Crisis. Midwestern Ad Agencies See an Opportunity

Nearly 3,000 American advertising jobs were eliminated in December. None was at the Bark Firm in Casper, Wyo. The 17-year-old agency has grown its head count steadily from two people to 10. Clients come and go but business is predictable, largely because of a strategy to service mostly midsize, Midwestern accounts—never pitching for work that would require staffing up dramatically and potentially making layoffs later.

[More](#): Wall Street Journal, February 17, 2026

Publicis partners with LiveRamp—what the deal means for clients and rival holding companies

Publicis Groupe has struck a deal with data collaboration platform LiveRamp, further evidence that the future of the ad holding company is all about building the information pipes that fuel marketing and could ultimately lead to more AI products and services. [More](#): AdAge, January 8, 2026

Omnicom Reveals Huge Agency Shake-up, Unveils New Leadership, Cuts 4,000 Jobs

U.S. agency giant says "we still believe in agency brands" and it is "de-siloing" to break down internal barriers. [More](#): PRWeek, December 23, 2025

Q1 2026 Deals

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

JANUARY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
2X	The Kiln	Engineering Services	
Accenture	Faculty	AI Native Services Firm	
AEA Elevate	829 Studios	Digital Marketing Agency	
Affinity Group	Mascari NXT	AI Innovator	
Argano	Pharosity Consulting	Consultancy	
Argano	Advantco	SAP & Oracle Solutions	
BGB Group	Hayden Consulting Group	Market Access Firm	
Blackstone	Applecart	Data Company	\$100.0 Million Investment
Cloudflare	Human Native	AI Data Marketplace	
CoreX	InSource	ServiceNow Partner	
Curion	Blue Yonder	Market Research Agency	
Domaine	Pattern	Digital Design Agency	
EAB	Hybrid	Digital Marketing Agency	
FGS Global	Memetica	Threat Intelligence Firm	
Fifty Thousand Feet	Tangible	CX Consultancy	
Gushcloud	TalentPlus	Talent Management Firm	
Herringbone Digital	BluShark Digital	Legal Marketing	
Highwire	The Bliss Group	Advertising Agency	
Jack Morton	Impact XM	Experiential Agency	Merger
JWX	Aug X Labs	AI-Assisted Commercial Video	
Livefront	ZealIT	Digital Consultancy	Strategic Alliance

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JANUARY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Mindgruve	Ameo	Commerce Agency	
Omnicom's Flywheel	TPN	Shopper Agency	Merger
OneSix	CTI Data	Data & Analytics	
PlatNum Equity	Czarnowski Collective	Marketing Firm	
PMG	Digital Voices	Influencer Marketing Agency	
Power Digital	Cardinal	Performance Healthcare Marketing	
Prescient Healthcare Group	Uptake	Healthcare Consultancy	
Residence	Ok Cool	Social Creative Agency	
RLH Equity Partners	Valent Partners	Tech Strategy	
Ruder Finn	Missouri Creative	Creative Agency	
Showseeker	Innovar Solutions	Operational Improvement Firm	Merger
Sourcecode	Rally Point Public Relations	Public Relations Firm	
Southfield Capital	Contextual.io	AI Orchestration Platform	
Spins	MikMak	Commerce & Retail Data Firm	
Stagwell's Doner	Stagwell's Colle McVoy	Advertising Agency	Strategic Alliance
Technology Management Concepts	The TM Group	Microsoft ERP, CRM Power Platform	
Tombras	Opinionated	Advertising Agency	
Verndale	Amp Product Experience Division	Product Experience	
Verndale	Vaan Group	D2C Agency	
WILsquare Capital's OuterBox, LLC	GRO Marketing	Digital Performance Marketing	

FEBRUARY

[Accenture](#) Avanseus AI Solution

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

FEBRUARY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
ActiveCampaign	Feedback Intelligence	AI Evaluation and Analytics tool	
Alloy	Look Listen	Creative & Digital Agency	
Argano	Stormloop Technologies	Workday Partner	
Avenue Z	Varfaj	Shopify Partner	
Belk	Sales Factory	Marketing Agency	
Bollore	Havas	Ad Marketing Group	Majority Stake
Booz Allen	Defy Security	Cybersecurity Solutions	
Coral Tree Partners	Plein Air	Consulting Firm	Investment
Direct Marketing Solutions	Johnson & Quin	Direct Marketing Firm	
Duggal Visual Solutions	CSI	Print & Graphics Firm	
Experion	AtData	Intelligence	
Front Row	Socium Media	Performance Marketing Agency	
Havas	Acento Public Affairs	Public Affairs Firm	
Havas	Ctrl	Digital Analytics	
HubSpot	Starter Story	YouTube Media Brand	
Intellibrigh	RevRight	Revenue Operations	
Matthew Segal and Jarrett Moreno	ATTN	Digital Media Company	
New Engen	Grapevine	Performance Content Network	
One Strategy Studio	Radius Insights	AI Strategic Insights	Merger
OneMagnify	Optimal's Performance Marketing Business	Performance Media	
Paritee	One Strategy Group	Corporate Strategy	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
FEBRUARY	Podcan	Ad Advance	Digital Advertising Agency	
	Radius	ONE Strategy Studio	Innovation Agency	Merger
	Salt XC	Craft & Commerce	Experiential Agency	
	Shamrock Capital	Mutiny	Gaming Agency	
	Stone-Goff	Captivate Collective	Marketing Consultancy	
	Supreme Group	Broth	Creative Agency	
	Terry Hines & Associates	MDRN Logic	Content Company	
	The Shipyard	FancyAI	Generative Engine Optimization	Investment
	Tonka Bay	CAMP Digital	Marketing Platform	
	Ubiquity	Shaip AI	AI Data Platform	
MARCH	Wavelength	SKDK	Consulting Firms	Partnership
	Zeal	Tommy	Creative Studio	Majority Stake
	Accenture	DaVinci Commerce	Retail Technology Provider	
	Accenture	Ziff Davis' Ookla	Analytics Provider	
	Ampleo Marketing	CMO Zen	CMO Firm	Merger
	Argano	Denovo Ventures	Digital Transformation Firm	
	Atoms & Space	Launchvox	Digital Agency	
	Avenir Global	Thinks Insight & Strategy	Market Research Agency	
	Axel Springer	Bisnow	Real Estate Media & Events	
	Axel Springer	The Telegraph	Publication	€575 Million
Bent Pixels	Sunny State Agency	Snapchat Publisher	\$23.0 Million	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
MARCH	Capstone Point Holdings	Optimal's Entertainment Media Division	Media Planning	
	Cloud for Good	EMS Consulting	Consultancy	
	CourtAvenue	GTX Solutions	Data Consultancy	
	EagleTree Capital	The Opus Group	Network of Agency Brands	
	Entravision	Playback Reward's Technology & Product Assets	IP Assets	
	Etna Capital Affiliate	CodeRoad	AI Engineering Firm	
	Everest Group	Glew.io	Analytics Platform	
	Granite	Creative Media	Performance Marketing Agency	
	Havas	Eyesight	Marketing Event Agency	
	Havas	Styleheads	Cultural Marketing Agency	
	Infillion	Catalina	Purchase Intelligence	
	Infosys	Optimum Healthcare	Technology Company	
	JumpModel	Gogh Solutions	IFS Services Platform	Merger
	Juris Digital	JurisPage	Technology Company	
	Kohlberg and Riveron	Cuesta Partners	AI & Data Advisory Services	Strategic Investment
	Komerz Ltd.	Pathformance	Marketing Measurement Firm	
	Matt Upshaw	Serino Coyne	Entertainment Advertising Firm	
	MiQ	Adsmovil	Digital Advertising Agency	
	Mountaingate Capital	Harvest Group	Commerce Agency	Investment
Mountaingate Capital	UpSwell Marketing	Direct Response Marketing Platform		
Nexus Health	Statis Group	Consulting Firm		

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	BUYER	TARGET	SECTOR (TARGET)	VALUATION
MARCH	OpenAI	Promptfoo	Podcast	
	OpenAI	TBPN	Social Commerce Agency	
	Orca	Sapphire Studios	Event Agency	Merger
	Pinnacle	INNOV8	Public Affairs Firm	
	Precision	Firehouse Strategies	Communications	
	Public Policy Holding Company	Westminster Policy Partners Ltd	Sports Marketing	
	Publicis	160over90	AI Startup	
	Publicis	EdgeAI	Influencer Platform	
	Rockpool	SEEN Group	Investor Relations Firm	Investment
	Ruder Finn	The Equity Group	Platform	
	Smartly	Incrmntal	Growth Agency	
	Verndale	Homestead Studio	TV Channel	
	Volition Capital	Keynes	Web Marketing Platform	\$40.0 Million
	Webflo	Vidoso.ai	Brand & Design Studio	
Yes&	Metaleap Creative	Podcast		

Q1 TOTAL = 120 DEALS

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