



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

[Q2 2026]

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[Q2 2026 Overview]

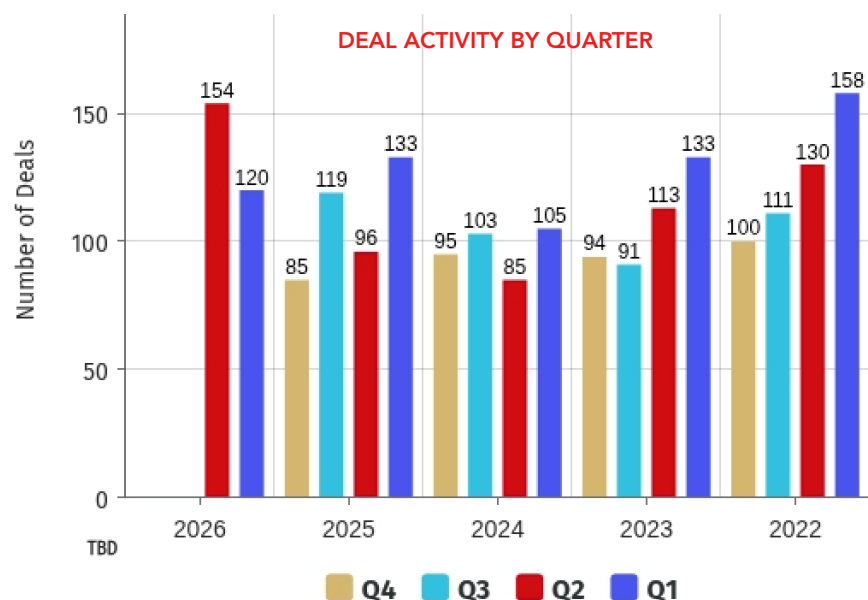
Momentum Accelerates Despite a More Selective Market

Q2 2026 continued the healthy pace of marketing services M&A activity, with 154 announced transactions—a **noteworthy 61% increase over Q2 2025**. Recognizing that the timing of individual deal announcements can influence quarterly comparisons, we also examined activity across the first half of the year. H1 2026 recorded 274 announced transactions, representing a 15% increase over H1 2025 and placing the market on a pace comparable with the exceptionally strong transaction levels experienced during the 2021–2022 M&A cycle.

The quarter reinforces a trend that has become increasingly evident over the past year: buyers are pursuing businesses with specialized expertise and scalable capabilities rather than simply acquiring size. AI-enabled marketing technologies, digital marketing, performance marketing, experiential marketing, and data-driven businesses all attracted meaningful acquisition interest, while large strategic buyers remained active alongside a diverse group of specialist acquirers. Private equity firms also continued to support platform expansion through carefully selected add-on.

While valuation expectations remain disciplined and financing conditions continue to influence buyer behavior, sustained transaction activity suggests that strategic priorities are increasingly outweighing broader economic uncertainty. AI is changing **what** buyers are looking for—not **whether** they are buying. Businesses with differentiated

capabilities, scalable operations, recurring client relationships, sector specialization, and credible AI strategies continue to command significant attention, leaving the marketing services sector well positioned for continued consolidation through the balance of 2026.



[Q2 2026 Overview]

Highlights from Q2

Accenture keeps the top spot of the major buyers with 6 deals completed in Q2: Digital health platform: **Alfahealth**; OT security firm: **Dragos**; AI & data company, **Keeper Data Tech**; Supply chain software company, **NetRise**; Intelligence firm, **runZero**; and Creator & social agency, **Whalar**.

Portfolio companies of **Mountaingate Capital** had 6 deals in Q2: **Podean** had four with Amazon ads partner, **Amerge**; Walmart specialist, **Cartbloom**; and two Software Developers: **Hypelinks** and **OptimizeAds.AI**. **Interluxe Group** acquired performance marketing agency, **adMixt** and **Walker Sands** acquired Engineering firm, **RevPartners**.

Major buyers with 2 deals completed in Q2:

Havas: Experiential agency, **Archrival**; and Corporate communications firm, **Format**.

Publicis Groupe: Social creative agency, **Fabric Social**; and Data platform, **LiveRamp**.

Major buyers with one deal completed in Q2:

Omnicom: Merger of advertising agencies **adam&eveDDB** and **180**.

Transperfect: Post production studio: **Studio Emme**.

MAJOR BUYERS	Q2 2026	Q1 2026	2025 Deals	2024 Deals	2023 Deals
Accenture	6	4	15	38	24
Mountaingate Capital	6	2	6	0	2
Havas	2	4	10	6	10
Publicis Groupe	2	2	10	3	6
Omnicom	1	1	1	3	9
Transperfect	1	0	6	3	0
Argano	0	4	5	0	0
Brave Bison	0	0	4	0	0
Finn Partners	0	0	1	1	3
Ignite Visibility	0	0	3	0	1
Real Chemistry	0	0	3	1	1
Redbrick	0	0	2	0	1
Stagwell	0	1	5	12	4

[Q2 2026 Overview]

Stories You May Have Missed

Scoop: Hightouch offers Publicis up to \$1.2B for key LiveRamp assets

Hightouch, an ad tech startup recently valued at \$2.75 billion, has offered to buy LiveRamp's identity business from ad holding group Publicis for \$800 million – \$1.2 billion in cash and stock, according to a letter sent to Publicis' board last week and obtained by Axios. [More](#): Axios, June 16, 2026

Sorrell: Holdco Exits Scarce as S4 Stabilize

Sir Martin Sorrell says there are “very few, if any, exits.” That blunt diagnosis is the headline from an ADWEEK interview in which the veteran dealmaker runs through the state of the biggest advertising holding companies, explains why S4 Capital's acquisitive model has been tested, and re-lists the handful of agency assets that shaped his rise - and S4's build-out - in recent years.

[More](#): Agencies.co, June 12, 2026

Omnicom Integrates Rapp into Critical Mass Amid Leadership Shake-up

Omnicom has announced a significant restructuring within its Precision Marketing Group, moving its direct marketing agency Rapp under the digital experience agency Critical Mass. Concurrently, global CEO Marco Scognamiglio has stepped down. While the financial terms of this internal shift were not disclosed, this strategic realignment highlights Omnicom's continued focus on integrating capabilities to drive more cohesive service offerings for clients. [More](#): Agencies.co, June 11, 2026

Agencies Are No Longer Buying Capabilities - They're Buying Time

Publicis acquired LiveRamp. Ogilvy invested in sports and creator-focused agency Article 41. Earlier this month, Accenture Song acquired creator and social agency Whalar. At first glance, these transactions appear unrelated. In fact, many industry observers might view them as duplicative. [More](#): MediaPost, June 11, 2026

Bolloré Strengthens Control Of Havas, Reports 'Solid' Quarter

Through a series of transactions, Havas Chairman-CEO Yannick Bolloré strengthened his position in the Paris-based agency holding company.

[More](#): MediaPost, April 14, 2026

[Q2 2026 Overview]

Stories You May Have Missed

Havas Eyes 5-10 Acquisitions in 2026, Projecting €40-€50 Million Revenue Boost

Havas has announced its ambition to close between five to ten acquisitions in 2026, with expectations of generating an additional revenue of €40 to €50 million from these deals. This strategic move is part of the agency's growth plan to enhance its capabilities and strengthen its market position. [More](#): Agencies.co, April 16, 2026

WPP Initiates Sale Process for PR Arm Amidst Agency Restructuring

WPP, the global marketing communications group, is reportedly initiating the sale process for its public relations division as part of a broader strategic restructuring within the company. This decision appears to signal a shift in WPP's focus as it navigates a rapidly changing landscape in the marketing and advertising sector. [More](#): Agencies.co, April 12, 2026

Jack Morton is being sold soon after being acquired by Omnicom

Experiential agency Jack Morton is separating from Omnicom in a private equity-backed deal as interest heats up in experiential marketing. Impact XM, an experiential agency that's majority owned by private equity firm The Riverside Company, is acquiring Jack Morton. [More](#): AdAge, January 21, 2026

In 2026, AI is the Ultimate Catalyst and the Ultimate Killer of Adtech M&A

At the start of the second quarter, the digital media and advertising sectors are seeing a chilling effect in dealmaking—thanks largely to the uncertainties caused by AI. After a relatively sluggish start to the year, M&A in tech, media, and advertising is picking up. While total volume hasn't yet matched earlier projections positing that 2026 would extend the prolific dealmaking seen in the space last year, there are nascent signs that activity is accelerating. [More](#): AdWeek, June 16, 2026

Q2 2026 Deals

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

APRIL

BUYER	TARGET	SECTOR (TARGET)	VALUATION
24 Seven	Crawford Group	Marketing & Events Agency	
2TON Creative	The Buzz	Digital Marketing Agency	Merger
Accenture	Alfahealth	Digital Health Platform	
Accenture	Keeper Data Tech	AI & Data Company	
ActiveProspect	Verisk Marketing Solutions	Data Solutions	
Allison Worldwide	Sloane & Company	Public Relations Firm	
AppDirect	PartnerStack	B2B Commerce	
Brkthru	Gigawatt	Programmatic Media	
Canva	Simtheory	AI Management Platform	
Civic Entertainment Group	Wave Kilo	Public Relations Firm	
Cognizant	Astreya	IT Solutions Provider	
Continuum	Teldon	Print Marketing Company	
Cox Automotive	Fullpath	Data & Marketing	
D2E Labs' Market Defense	Knoza	Amazon Performance Marketing	
Delta-v Capital	Praxent	AI Consultancy	Strategic Investment
Engine	Nuqleous	Analytics Provider	Merger
Fixated	Studio71	Digital Creators Network	
FundVice	RoughCut Labs	Creative Production & Content	
Galeria.Holding	cccaramelo	Creative Agency	
Glass Atlas	Productcaster	Commerce Media Agency	
Glass Atlas	Summit	Performance Marketing Agency	

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APRIL

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Goldman Sachs Alternatives & Bain Capital Ventures	Hightouch	Marketing Data & AI	\$150.0 Million Investment
Harvest Group	Cartograph	Amazon Agency	
Hour Media	SagaCity Media	Media Company	
Levanta	Perch+	Amazon Specialist	
Market Better	Legacy Media	Production Company	
MiQ	Rocket Lab	Mobile App Growth Platform	
Nexstar Media Group	TEGNA, Inc.	Broadcast Station Owner	
Nth Degree	INVT	Brand Storytelling Agency	
Podcan (PE: Mountaingate Capital)	Amerge	Amazon Ads Partner	
Publicis Groupe	Fabric Social	Social Creative Agency	
qBotica	Automatiga	Automation	
Rep Data	SightX	Consumer Research Platform	
Resources Connection's Sitrick & Company	Mike Sitrick	Professional Services Firm	
Sage	Doyen AI	ERP Tech	
Salem One	Smashbrand	Brand Agency	
Sanas	Tomato.ai	Communications Tech	
Sawhorse Productions	HabitXR	XR Content Creators	
Sikich	Burwood Group	IT Consulting	
SPARQ Designs	Kip Hunter Marketing	Marketing Firm	Merger
Stratosphere	Movimentum	Web3 Growth Firm	
TekStream	ImagineX's Cybersecurity Business	Cybersecurity Solutions	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
APRIL	The Many	CatalystXR	Immersive Technology Studio	
	Transperfect	Studio Emme	Post Production Studio	
	Trilliad	Accelerate Performance	Enterprise Sales Performance	
	UST	Intecrowd	Workday Partner	
	Version 1	CreateFuture	Technology Services Firm	
	Viant Technology	TVision Insights	TV Measurement	\$40.0 Million
	Wipro	Olam Group's IT Business	IT Services	\$375.0 Million
	WTWH Media	HealthLeaders	Media & Events Platform	
	YB Marketing	BlueSoft Websites	Website Solutions	
MAY	Zeal	Tommy	Social-first Creative Studio	
	Apollo	Emerald Holding	Live Events Business	
	Apollo	Questex	Live Events Business	
	Arketi Group	Braithwaite Communications	Communications Firm	
	Autodesk	MaintainX	Enterprise/Operations Software	\$3.6 Billion
	Bain Capital	Echomarketing	Marketing Firm	95% Stake
	Bounteous	Cartesian	Consulting Firm	
	Brands at Work	Chorus	Creative Agency	
	Bully Pulpit International (BPI)	365 Sherpas	Corporate Affairs	
	Byron Allen	Buzzfeed & HuffPost	Digital Media Companies	\$120.0 Million
	Chrysalis Holdings	Moburst	Digital Marketing Agency	\$11.8 Million Investment
	Cisco	Astrix Security	Non-Human Identity Security	

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

MAY

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Citrus Health Group	The Medicine Group	Medical Communications	
Donovan & Venerus	Spirit Media Scotland	Marketing Agency	
Exadel	Tangent	Digital Experience Consultancy	
Firestarter SEO	Karben Marketing	SEO Strategy & Digital Marketing	
FortyAU	Ronin Consulting	Software Engineering	
Havas	Format	Corporate Communications	
Hoffman Family of Companies	LEO Events	Event Agency	
Infinite	Dukas Linden Public Relations	Financial Communications	
Infoblox	Axur	AI Digital Risk Protection	
InMobi	MobileAction	AI Platform	
IREN Limited	Awaken	Digital Marketing Agency	
MikeWorldWide	HudsonLake	Communications Firm	
Mistplay	MAF'S Mychips	Advertising Platform	
MSQ DX	Arke	Digital Agency	
NTT Data	WinWire	Microsoft Partner	
Ogilvy	Article 41	Social-first Agency	
Omnicom's 180	Omnicom's adam&eveDDB	Advertising Agency	Merger
OpAD Media	Broad Agency	Creative Agency	
OuterSignal	Monocle	AI Marketing Automation	
Paramount	Warner Bros. Discovery	Streaming Entertainment	\$110.0 Billion
Pine Services Group	Stratus Consulting Group	ERP Consultants	

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

	BUYER	TARGET	SECTOR (TARGET)	VALUATION
MAY	Podcan (PE: Mountaingate Capital)	Cartbloom	Walmart Specialist	
	Public Policy Holding Company (PPHC)	MultiState	Government Relations	
	Publicis Groupe	LiveRamp	Data Platform	\$2.20 Billion
	Rallyday Partners	Simplistic	Agentic Consultancy	Strategic Investment
	Rep Data	Owl Solutions	Survey Programming Company	
	Sadler & Hart	Fluid Ideas	Creative Agency	Management Buyout
	Searchlight Capital	CloserStill Media	B2B Events Platform	
	Sprinklr	VitalMoment	Social Video Intelligence	
	Team Velocity	Foundation Direct	Digital Agency	
	The EVOQ Group	Red View Ventures	Amazon Specialist	
	The Martin Group	Mr. Smith Agency	Brand Strategy and Content Studio	
	VeraData	Avalon Consulting	Data Soltions	
	Waracle	Inov8	Digital & Data Services Provider	
	Zinc Media Group	William Martin Qatar	Creative & Media Solutions	
JUNE	2X	Knownwell	AlaaS Platform	
	Accenture	Dragos	OT Security	Majority Stake
	Accenture	NetRise	Supply Chain Software	
	Accenture	runZero	Intelligence	
	Accenture Song	Whalar	Creator and Social Agency	
	Ardmore Group	Bonfire	Creative Agency	
	Arketi Group	Sperling	Digital Marketing Agency	

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

JUNE

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Artefact	OFI Services	Process Automation Consultancy	
Bertram Capital	The Bluebird Group	Commerce Services	Investment
Blend	In516ht	AI Services Firm	
Brand Engagement Network	Cantaneo GmbH	Enterprise Software Provider	
DEKUPLE	subko&co	Performance Marketing Agency	Majority Stake
Everything Branding	Darlington Marketing Co.	Restaurant Marketing Agency	
Factua	Intelsio	Performance Marketing Agency	
Flexwork Sports PE: Otro Capital	ProCamps G3	Marketing Brand Activation	
Fox	Roku	Connected TV Platform	\$22.0 Billion
Front Row	Carbon Beauty	Amazon Accelerator	
Havas	Archrival	Experiential Agency	Majority Stake
Haygarth Group	Omnicom's Haygarth	Advertising Agency	Management Buyout
Hellman & Friedman	Hyve Group	B2B Events Company	\$1.80 Billion
Huge	Rotate°	Shopify Plus Specialists	
Infinite	Greentarget UK	Communications Firm	
Interlux Group PE: Mountaingate Capital	adMixt	Performance Marketing Agency	
Klick Health	Oxford PhramaGenesis	Communications Consultancy	
KNB Communications	Roketto	Digital Marketing Agency	
LBG Media	Uncovered	Social Agency	£26.8 Million
Legion Advertising's Partner & Director	Legion Advertising	Advertising Agency	Management Buyout
Level 6	Aprendio	AI Automation Firm	

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JUNE

BUYER	TARGET	SECTOR (TARGET)	VALUATION
Martis Capital	Deerfield Group	Healthcare Marketing	
Mile Marker	Lift	Performance Agency	
Miroma Group	Ad Results Media	Performance Media	
Penske Media	Vox Media	Media Brands	
Persistent Systems	Nagarro	Digital Engineering	\$1.40 Billion
Pinnacle Marketing Group	Evolve Creative	Marketing Agency	
Podean (PE: Mountaingate Capital)	Hypelinks	Software Developer	
Podean (PE: Mountaingate Capital)	OptimizeAds.AI	Software Developer	
Reign Maker Group	Hyphen HQ	Talent Management Firm	Majority Stake
Residence	Gatemaker	Influencer Marketing Agency	
Revomatics	Cart.com's DataFeedWatch	E-Commerce	
Salesforce	Contentful	Content Platform	
Salesforce	m3ter	Platform	
Samba TV	Bestever AI	GenAI Platform	
Scorpion	1SEO Digital Agency	Digital Marketing Agency	
Sitecore	Scrunch	AI Customer Experience Platform	
SpaceX	Anysphere	AI Coding	\$60 Billion Stock
Strata Group	We Are Collider	Brand Experience Agency	
The Independents	Phantasm Group	Media & Film Production	
The Motion Agency	LKH&S	Advertising Agency	
The Podcast Consultant	Sundial Media	Audio and Video Production	

JUNE

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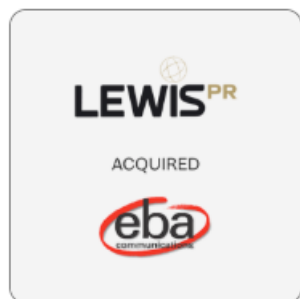
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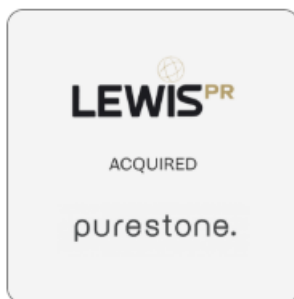
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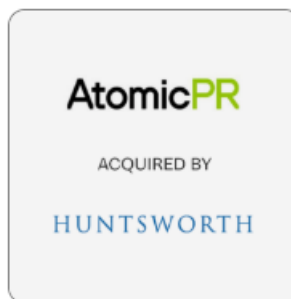
Our Transactions



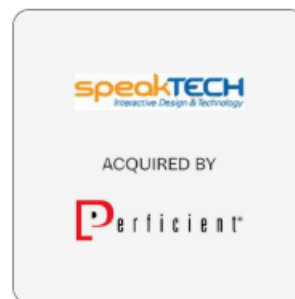
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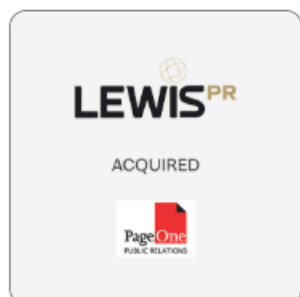
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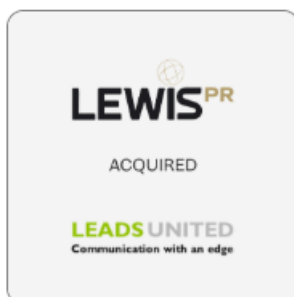
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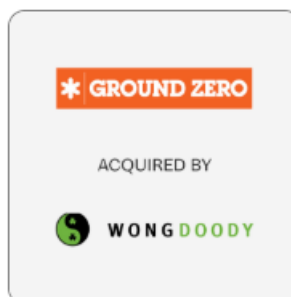
Sell-Side Advisor / B2B Marketing / Strategic Buyer



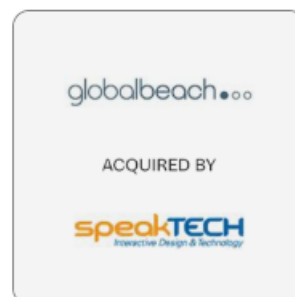
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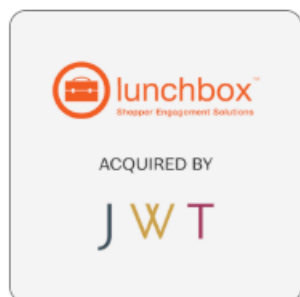
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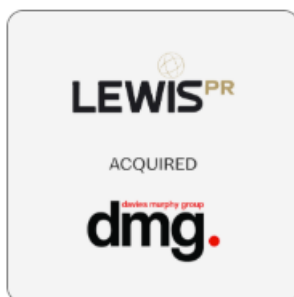
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Sell-Side Advisor / B2B Marketing / Strategic Buyer



Sell-Side Advisor / Experiential Marketing / Strategic Buyer



Buy-Side Advisor / Public Relations / Strategic Buyer



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