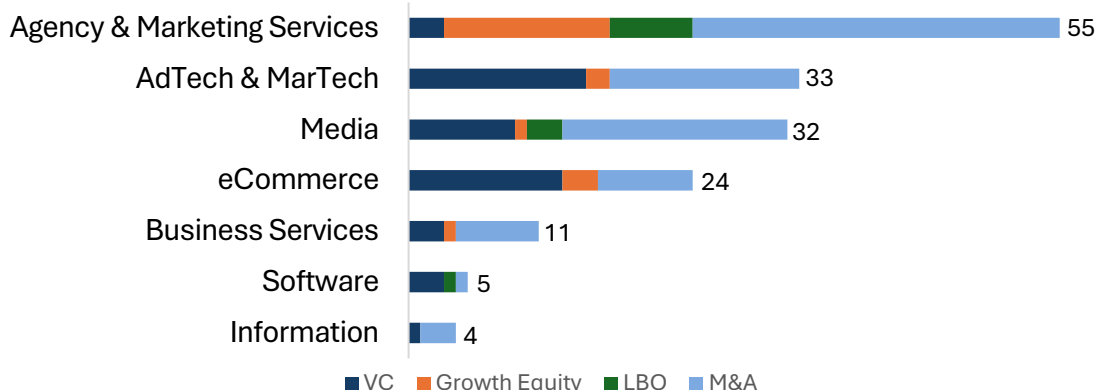


# Deal News Brief

## Transaction Activity

In December 2024, across Woodland Park's tech-enabled Advertising, Marketing, Media, eCommerce, Information, and Business Services sectors, there were 164 announced transactions. M&A transactions accounted for the largest share of volume at 52%, followed by VC investments (29%), LBOs (13%), and growth equity investments at 6%. There were 8 debt financings during the month.



## Key Investment Themes

### 1 Consolidation of E-Commerce Platforms

**ABOUT YOU**

Zalando acquired **ABOUT YOU**, one of Europe's largest fashion and lifestyle platforms, for **\$1.27 billion**. ABOUT YOU offers over 500,000 items from more than 3,500 brands to its 45 million active users monthly.

**HOMETOWN**  
**schoolfundr**




Nexa Equity merged **Hometown Ticketing** with **Schoolfundr** to form a combined digital ticketing and fundraising platform tailored for schools, enhancing service offerings for the education market.

**WINE ACCESS**  
**CAMERON HUGHES WINE**



Full Glass Wine acquired **Wine Access** and **Cameron Hughes Wines**, both DTC wine brands, to enhance its e-commerce portfolio and reach a broader audience.

## Key Investment Themes (cont.)




### 2 AI and Data Analytics in Marketing and Customer Experience

 <b>ActionIQ</b>	Uniphore Technologies purchased <b>ActionIQ</b> for <b>\$145 million</b> . ActionIQ operates a cloud-based marketing platform that offers data-driven solutions for campaign optimization and analytics.
 <b>frame.ai</b>	HubSpot acquired <b>Frame AI</b> , a customer intelligence platform, for <b>\$17 million</b> . Frame AI transforms unstructured data such as emails and calls into actionable recommendations, helping brands improve customer engagement and decision-making.
 <b>Inflection</b>	<b>Inflection.io</b> secured <b>\$7.6 million</b> in funding led by MHS Capital, with participation from Version One, Cercano Management, and Ascend Capital, to enhance its B2B marketing automation platform that uses AI to optimize campaign performance.

### 3 Niche Media and Content Platforms

	PlayersTV acquired <b>Cloud Media Center</b> , integrating the media center's offerings into its network of athlete-driven media platforms, enhancing niche sports content delivery.
LOVESTORIES.TV	David's Bridal acquired <b>Love Stories TV</b> , an online video platform for wedding films, enabling engagement between engaged couples and vendors through video content.
	Hearst Communications acquired <b>MotorTrend Group</b> , a network targeting automotive enthusiasts, to expand its niche media portfolio focused on passionate communities.

## M&A & LBO – Significant and Interesting Transactions














Target	Description	Buyer
 <b>ActionIQ</b>	<b>ActionIQ</b> , a cloud-based platform for marketers and technologists, was acquired by Uniphore Technologies for <b>\$145 million</b> . ActionIQ had raised \$100 million in funding from Sequoia Capital, Andreessen Horowitz, and Bowery Capital, with its last round completed in March 2023. The acquisition bolsters Uniphore's AI-powered Enterprise Cloud offerings by integrating ActionIQ's advanced data analytics capabilities	
<b>audigent</b>	Experian acquired <b>Audigent</b> , a data activation and identity management platform, for <b>\$53 million</b> . Audigent raised \$19 million from GoAhead Ventures, Hudson Bay Capital, and MathCapital, completing its last funding round in May 2022. This acquisition strengthens Experian's personalized advertising and identity management capabilities.	



## M&A & LBO – Significant and Interesting Transactions (cont.)










Target	Description	Buyer
 Bigtincan™	Vector Capital acquired <b>Bigtincan</b> , a provider of sales enablement and AI-powered software, for <b>\$117.9 million</b> . Bigtincan raised \$30 million from Moelis Australia and Regal Funds Management, with the last funding round completed in 2020. The acquisition aims to scale Bigtincan's enterprise software offerings globally.	✓ VECTOR CAPITAL
 Broadlume	<b>Broadlume</b> , a marketing services provider for the flooring industry, was acquired by Cynclly for <b>\$77 million</b> . Broadlume operates platforms like FloorForce and FlooringStores. The acquisition enhances Cynclly's offerings in home improvement, with Broadlume's expertise in retail-focused digital solutions.	 Cynclly
Chartboost 	<b>Chartboost</b> , a programmatic advertising and monetization platform, was acquired by LoopMe for <b>\$21 million</b> . Previously owned by Zynga, Chartboost connects mobile game developers with advertisers through its Helium platform. The acquisition strengthens LoopMe's footprint in mobile gaming.	
 Continuum GLOBAL SOLUTIONS	Everise, a global customer experience provider, acquired <b>Continuum Global Solutions'</b> healthcare and utilities verticals from Skyview Capital, which acquired the Company in 2018 from Conduent.	EVERISE
 E.A. LANGENFELD™	<b>E.A. Langenfeld</b> , a sales and marketing firm specializing in retail optimization, was acquired by Market Performance Group, backed by Sentinel Capital Partners and Yukon Partners. The acquisition enhances MPG's retail and merchandising solutions.	
 fgs global	KKR acquired <b>FGS Global</b> , a public relations and consultancy firm, for <b>\$1.2 billion</b> from WPP. The acquisition aims to expand FGS's footprint in financial communication and crisis management.	KKR
	<b>First We Feast</b> , a media and content studio known for viral food-related shows, was bought out by an Soros Fund Management affiliate, which includes First We Feast founder Chris Schonberger and "Hot Ones" host Sean Evans, from BuzzFeed, for <b>\$82.5 million</b> . This acquisition aligns with Soros's strategy to invest in unique media platforms with strong cultural resonance.	
 frame.ai	HubSpot acquired <b>Frame AI</b> , a customer intelligence platform, for <b>\$17 million</b> . Frame AI raised \$17 million from G20 Ventures, Velvet Sea Ventures, ValueStream Ventures, FirstMark, and Greycroft, with its most recent round in June 2023. The acquisition enhances HubSpot's AI-driven insights into customer conversations.	HubSpot

## M&A & LBO – Significant and Interesting Transactions (cont.)



Target	Description	Buyer
	<b>Huge</b> , a digital transformation agency, was bought out by Hero Digital, which is owned by AEA Investors, from Interpublic Group. This acquisition broadens Hero Digital's customer experience solutions, which was acquired by AEA in 2021.	
	Interpublic Group acquired <b>Intelligence Node</b> , a retail analytics platform. Intelligence Node raised \$15 million from MegaDelta Capital Advisors, New Enterprise Associates, and Orios Venture Partners, with its last round in November 2021. This deal strengthens IPG's e-commerce analytics capabilities.	
	Omnicom has merged with <b>Interpublic Group</b> in a <b>\$13.25 billion</b> all-stock transaction. This merger aims to create the world's largest advertising company with annual revenues of over \$25 billion, generating \$750 million in expected cost synergies.	
	<b>McClatchy</b> merged with <b>Accelerate360</b> , forming McClatchy Media Company. The new entity combines McClatchy's journalistic expertise with Accelerate360's lifestyle branding capabilities. The merger reflects a strategic push to integrate content and commerce.	
	Hearst Communications acquired <b>MotorTrend Group</b> , a content distributor for automotive audiences. This acquisition complements Hearst's portfolio in enthusiast media, strengthening its foothold in automotive content delivery.	
	<b>OceanX</b> , a subscription commerce platform, was acquired by Cart.com, from Guthy-Renker. OceanX had raised \$15 million from Techstars Ventures and LLR Partners in 2018. The acquisition enhances Cart.com's direct-to-consumer e-commerce capabilities.	
	IQVIA acquired <b>Point of Care Network</b> , a provider of data-driven digital pharmaceutical marketing solutions. This acquisition enhances IQVIA's reach in targeting healthcare professionals.	





















## M&A & LBO – Significant and Interesting Transactions (cont.)

Target	Description	Buyer
 swagup	Bensussen Deutsch & Associates acquired <b>SwagUp</b> , a company specializing in branded merchandise and swag automation. SwagUp, founded in 2017, received a growth equity investment from Decathlon Capital in March 2023.	
UNICEPTA	Stagwell acquired <b>UNICEPTA</b> , a global media monitoring and analytics platform. In 2018, Paragon Partners acquired a majority stake in the Company.	
 williams lea	RRD acquired <b>Williams Lea</b> , a business support services provider, from Advent International, for a estimated several hundred million dollars. This acquisition enables RRD to broaden its capabilities in outsourced business and document management solutions.	
 WINE ACCESS CAMERON HUGHES WINE	Full Glass Wine acquired <b>Wine Access</b> and <b>Cameron Hughes Wines</b> , expanding its direct-to-consumer wine operations. Wine Access was owned by Norwest Venture Partners, which acquired the company in 2015. Full Glass Wine is backed by Shea Ventures and Cleveland Avenue and raised \$14 million in Series A in April 2024. Since its inception Full Glass Wine has acquired seven leading wine brands.	
 wm technology	<b>WM Technology</b> , a compliance software provider for the cannabis market, was acquired for <b>\$353.48 million</b> . WM Technology raised \$25 million from Casa Verde Capital and Glynn Capital, with its last round completed in 2019. The Weedmaps platform remains its core product.	

## Growth Equity & VC – Significant and Interesting Transactions
















Target	Description	Investor
 aampe	<b>Aampe</b> secured <b>\$18 million</b> in funding from Theory Ventures and Z47. The company develops an AI-powered messaging platform that enhances customer communication by personalizing content and timing through machine learning. This funding supports Aampe's mission to help businesses boost customer retention and engagement through its scalable and innovative technology.	Theory Ventures 

## Growth Equity & VC – Significant and Interesting Transactions (cont.)

Target	Description	Investor
	<b>Auto Hauler Exchange</b> raised <b>\$4.74 million</b> from Golden Ventures and MHS Capital to develop its digital marketplace connecting vehicle haulers with shippers. The platform aims to maximize logistics efficiency by minimizing empty miles and improving capacity utilization. The investment supports the company's growth in the logistics sector.	 
	<b>Cart.com</b> raised <b>\$50 million</b> to expand its unified commerce and logistics software platform. The company offers end-to-end solutions, including order fulfillment, merchant financing, and marketing services. With this round, the company has raised over \$150 million from investors such as Legacy Knight Capital Partners (2021) and Mercury Fund (2022). This funding will help Cart.com scale its operations and enhance its technology for online businesses.	<b>Undisclosed</b>
	<b>Cimulate</b> raised <b>\$28.5 million</b> from Commerce Ventures, LFX Venture Partners, Pillar VC, Sierra Ventures, and Spark Capital. The company offers a customer-GPT platform designed to optimize shopping experiences by leveraging generative AI and consumer data. The funding will be used to refine its AI capabilities and expand its market presence.	    
	<b>Connectly</b> raised <b>\$20 million</b> in funding from Alibaba Group, Falabella Ventures, Globant Ventures, and others. The company provides a conversational commerce platform that centralizes customer communications to improve sales and client relationships. The investment will help Connectly enhance its tools and expand into new markets.	  
	Edison Partners invested an undisclosed amount in <b>Demand Science Group</b> . The company develops a B2B demand generation and content marketing platform, offering data-driven solutions to optimize marketing and sales. The investment supports Demand Science Group's efforts to expand its offerings globally.	
	<b>Endear</b> raised <b>\$6.9 million</b> from Channel Equity Partners to enhance its CRM and clienteling platform for the retail industry. The platform offers tools for organizing customer data and automating communication, allowing brands to improve engagement and loyalty. The funding will support Endear's product development and customer acquisition initiatives.	



## Growth Equity & VC – Significant and Interesting Transactions (cont.)

Target	Description	Investor
 Enterpret	<b>Enterpret</b> raised <b>\$20.8 million</b> in Series A funding led by Canaan Partners, with participation from Kleiner Perkins, Peak XV Partners, Wing Ventures, and others. The company provides AI-powered customer feedback intelligence tools that help businesses derive actionable insights. This funding will accelerate Enterpret's product development and global expansion.	   
<b>Jupiter</b>	Talar, operating as <b>Jupiter</b> , raised <b>\$1 million</b> to further develop its recipe and grocery shopping platform aimed at creators and home cooks. The company connects brands and influencers with consumers through curated applications, enhancing engagement in the food and grocery space.	<b>Undisclosed</b>
 mediaocean	<b>Mediaocean</b> , a leading advertising workflow management platform, received growth equity support from Omnicom Group, The Interpublic Group, and WPP. This comes off the heels of their announced intention to acquire Innovid, a connected TV video ad delivery platform, for more than \$500 million. In 2021, the Company acquired Flashtalking, an advertising server company, for a similar amount.	  
 <b>RUBICON</b>	<b>Rubicon Technologies</b> raised <b>\$20 million</b> from Rodina Capital AD to enhance its digital marketplace for waste and recycling services. The platform offers cloud-based solutions for waste management and logistics, helping businesses and governments optimize their recycling processes. This funding enables Rubicon to expand its market footprint.	<b>RODINA</b>
 <b>rumble</b>	<b>Rumble</b> secured <b>\$775 million</b> from Tether Investments to expand its video-sharing platform, which includes Rumble.com, Locals.com, and the Rumble Streaming Marketplace. The platform caters to content creators with tools for monetization and audience engagement. With this funding, Rumble has raised over \$1 billion, including previous investments from prominent investors like Narya Capital and Peter Thiel in 2021.	 <b>tether</b>
 <b>Saltbox</b>	<b>Saltbox Mgmt</b> received funding from Salesforce Ventures and Traction Capital. The company offers CRM, B2B e-commerce, and enablement solutions for business clients. The investment will enable Saltbox to expand its client base and further refine its technology and services.	 
<b>YIELDLIFT</b>	<b>YieldLift</b> secured an undisclosed amount of funding from Strategic Edge Ventures. The company provides digital monetization and advertising services, specializing in yield optimization and demand aggregation for media publishers. The funding will enable YieldLift to expand its reach and support content creators.	<b>Strategic Edge Ventures</b>

# About Woodland Park Capital Advisors

## TRANSACTION EXPERTISE AND INDUSTRY KNOWLEDGE

- AdTech & MarTech
- Agencies & Consultancies
- B2B Media & Information
- Business Services
- Consumer Media
- Customer Acquisition & Lead Generation
- Digital Advertising & Marketing
- Data & Analytics
- Digital, Mobile & Social Media
- Direct & Personalized Marketing
- eCommerce & Multi-Channel Marketers
- Market Research
- Marketing Services & Communications
- SMB & Local Marketing
- Software & Other Technology

### Woodland Park CAPITAL ADVISORS

*Investment Bankers to Tech-Enabled Advertising, Marketing,  
Media, eCommerce and Business Service Companies*

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