

# Advertising & Marketing Deal NewsBrief




## January 2025 Transaction Summary (108 total transactions)

Industry Sectors	M&A / LBO	Growth Equity / VC
Agency & Marketing Services	46	9
AdTech, MarTech & Software	16	37

## Key Investment Themes

### 1 Data-Driven Advertising & Marketing Automation




Investors are focusing on platforms that optimize ad spend, automate marketing workflows, and improve customer data integration for better ROI

	<b>Act-On Software</b> , a marketing automation platform for SMBs, was acquired by <b>Banzai Passage</b> for <b>\$53.2 million</b> .
	<b>mParticle</b> , a provider of a customer data platform that integrates marketing stacks for multi-channel brands, was acquired by <b>Rokt</b> for <b>\$300 million</b> .
	<b>Vistar Media</b> , a developer of advertising software for consumer behavior analysis and digital out-of-home networks, was acquired by <b>T-Mobile US</b> for <b>\$600 million</b> .

## Key Investment Themes (cont.)




### 2 Experiential & Social Engagement

Brands are investing in event-driven, influencer-based, and experiential marketing to deepen consumer engagement in both digital and real-world spaces





	<p><b>Content Lab</b>, a social and influencer marketing agency that provides content creation frameworks, was acquired by <b>SAMY Alliance</b>, a portfolio company of <b>Bridgepoint Group (UK)</b>.</p>
	<p><b>Marketplace Events</b>, a leading organizer of business-to-consumer trade shows, was acquired by <b>Clarion Capital Partners</b>.</p>
	<p><b>ShopMy</b>, a digital shop platform for creators, secured <b>\$77.5 million</b> in Series B funding from <b>Bessemer Venture Partners, Bain Capital Ventures, Menlo Ventures, Inspired Capital, and AlleyCorp</b>.</p>

### 3 Strategic Communications & Reputation Management

















The demand for PR, branding, and crisis management services is driving acquisitions of firms that help companies manage public perception and messaging

	<p><b>HighRez</b>, a PR and strategic marketing communications firm catering to media and broadcast industries, was acquired by <b>Bubble Agency</b>.</p>
	<p><b>Peregrine Market Access</b>, a strategic consulting and communications firm serving the pharmaceutical and biotech industries, was acquired by <b>Klick Health</b>.</p>
	<p><b>Real Strategies</b>, a political and advocacy communications firm, was acquired by <b>Statara Solutions</b>.</p>

## Agency & Marketing Services – Significant Transactions

Target	Description	Buyer / Investor
	<p><b>Big Sky Communications</b>, a boutique public relations and marketing communications agency serving the technology industry, was acquired by <b>Ruder Finn Group</b>, expanding its B2B storytelling capabilities.</p>	
	<p><b>Cole Information Services</b>, a provider of hyper-local customer acquisition services for industries such as real estate, insurance, and home services, was acquired by <b>Xpressdocs</b>, a portfolio company of <b>Falcata Capital</b>. The Company was previously acquired by MCM Capital Partners in 2008.</p>	









## Agency &amp; Marketing Services – Significant Transactions (cont.)

Target	Description	Buyer / Investor
	<p><b>Dysrupt</b>, a performance marketing agency, was acquired by <b>Publicis Media U.S.</b> In August 2024, Dysrupt acquired Armscye, another performance marketing and brand strategy firm.</p>	
	<p><b>LePoidevin Marketing</b>, a full-service advertising agency catering to industries such as animal health, pest control, and medical devices, was acquired by <b>CBBB Holdings</b>. No prior outside capital investments or transaction value were disclosed.</p>	
	<p><b>Lieberman</b> (not to be confused with Material, fka Lieberman Research Worldwide), a market research firm specializing in the pharmaceutical, healthcare, and consumer industries, was acquired by <b>Lead Capital Partners</b> and <b>Petra Capital Partners</b>.</p>	
	<p><b>Magnetik Communications</b> and <b>Andrews Wharton</b>, providers of digital marketing and advertising services including web design, email marketing, and social media marketing, were acquired by <b>Stirista</b>, backed by <b>Wavecrest Growth Partners</b>.</p>	
	<p><b>Marketplace Events</b>, the largest organizer of business-to-consumer shows in North America, operating more than 110 consumer shows across various sectors, was acquired by <b>Clarion Capital Partners</b>. Marketplace Events was previously acquired by <b>Sentinel Capital Partners</b> in 2016.</p>	
	<p><b>S4 Communications</b>, a global business process outsourcing company specializing in customer contact center services for Fortune 100 clients, was acquired by <b>Fusion CX</b>.</p>	
	<p><b>SGK Brand Solutions</b> (fka Schawk), a provider of brand production and deployment services, was acquired by <b>Southern Graphic Systems</b> for <b>\$350 million</b>, and a new entity – <b>SGS &amp; Co</b> – was formed through the combination of these two companies. The \$350 million consisted of \$250 million in cash, \$50 million in preferred equity in the new entity, and \$50 million in trade receivables. The seller was <b>Matthews International Corporation</b>, which received an additional 40% of the common equity in <b>SGS &amp; Co</b>, resulting in a transaction EV of approximately \$900 million and 9 times adj. EBITDA multiple.</p>	
	<p><b>ShopMy</b>, a digital platform that enables creators to establish personalized online shops, facilitating product recommendations and monetization, raised <b>\$77.5 million</b> in a Series B round led by <b>Bessemer Venture Partners</b> and <b>Bain Capital Ventures</b>, with participation from <b>Menlo Ventures</b>, <b>Inspired Capital</b>, and <b>AlleyCorp</b>.</p>	















## Agency & Marketing Services – Significant Transactions (cont.)

Target	Description	Buyer / Investor
	<b>Skinner &amp; Kennedy Company</b> , a provider of custom-designed calendars, notepads, and advertising fans to support businesses in their marketing efforts, was acquired by <b>Koozie Group</b> , backed by <b>H.I.G. Capital</b> . Koozie is the rebranded name of BIC Graphic North America, which they acquired in 2017.	
	<b>Strategus</b> , a CTV advertising agency that provides media planning, audience targeting, cross-device retargeting, data analytics and reporting, was acquired by <b>CIVC Partners</b> .	
	<b>Terminus</b> , an account-based marketing platform for B2B marketers, raised <b>\$90 million</b> in a Series C round led by <b>Great Hill Partners</b> , with participation from existing investors. The company had previously raised \$17.8 million across its Series A and B rounds, bringing total funding to approximately \$125 million.	
	<b>Vomela Specialty Company</b> , a provider of specialized graphics and printing solutions for industries such as retail, transportation, and live events, was acquired by <b>The Riverside Company</b> . Prior to this transaction, Vomela expanded its operations through several acquisitions, including the purchase of Color Reflections Las Vegas in December 2024.	












## AdTech, MarTech & Software – Significant Transactions

Target	Description	Buyer / Investor
	<b>Act-On Software</b> , a Portland-based provider of marketing automation software for SMBs, was acquired by <b>Banzai Passage</b> for <b>\$53.2 million</b> (\$20 million in cash and the remainder in equity), from <b>Norwest Venture Partners</b> . The Company had previously raised \$94 million from multiple investors.	
	<b>Air</b> , a creative workflow automation platform for marketing teams, raised <b>\$35 million</b> in a Series B round led by <b>Avenir Growth</b> , with participation from <b>Tiger Global</b> , among others. The Company has raised over \$70 million to date.	
	<b>Boostly</b> , a text marketing and customer feedback platform that helps restaurants analyze and optimize customer engagement through POS-integrated tools, raised <b>\$22 million</b> from <b>Y Combinator Management</b> , <b>PeakSpan Capital</b> , <b>Singularity Capital Management</b> , and <b>Trestle Partners</b> . This is just six months after its \$5.6 million Seed round.	  

## AdTech, MarTech &amp; Software – Significant Transactions (cont.)

Target	Description	Buyer / Investor
 clay	<b>Clay</b> , a customer data enrichment and CRM automation platform, raised <b>\$40 million</b> in a Series B round at a \$1.2 billion valuation. The Company has raised a total of \$86 million in funding, with the most recent round at a \$1.25 billion valuation.	MERITECH
 INVIDI	<b>DirectTV</b> acquired a majority stake in <b>INVIDI Technologies Corporation</b> , a developer of targeted television advertising solutions and provider of ad decisioning systems for TV providers. DirectTV had been part of INVID's ownership group, which also included <b>AT&amp;T</b> , <b>DISH</b> , and <b>WPP</b> .	DIRECTV
HockeyStack	<b>HockeyStack</b> , a B2B analytics and attribution platform, secured <b>\$19.3 million</b> from <b>Battery Ventures</b> , <b>Bessemer Venture Partners</b> , <b>Decacorn Capital</b> , <b>QNBeyond Ventures</b> , <b>Uncorrelated Ventures</b> , and <b>Y Combinator</b> .	 Battery  Bessemer Venture Partners  DECACORN THE WORLD IS OUR OYSTER
 LEAP	<b>Leap</b> , a physical retail platform enabling e-commerce brands to establish and manage brick-and-mortar stores, raised <b>\$20 million</b> in a funding round co-led by <b>Tribeca Venture Partners</b> and <b>DNX Ventures</b> . The Company had previously raised approximately \$198 million.	 Tribeca VENTURE PARTNERS  dnxventures
 Loomly	<b>Loomly</b> , a SaaS-based social media management platform, was acquired by <b>Bending Spoons</b> from <b>Alpine Software Group</b> , a unit of Alpine Investors, which acquired the Company in 2021.	BENDING SPOONS
 mparticle	<b>mParticle</b> , a customer data platform that helps brands manage and unify data across channels, was acquired by <b>Rokt</b> for <b>\$300 million</b> . The Company previously raised over \$272 million from investors, including Arrowroot Capital, Bain Capital, and Social Capital. Simultaneous to this transaction, <b>Rokt</b> raised <b>\$335 million</b> in a secondary offering led by <b>Tiger Global Management</b> , valuing the company at \$3.5 billion.	ROKT
 optable	<b>Optable</b> , an identity management and data collaboration platform for advertising, raised <b>\$20 million</b> in a Series A round led by <b>TELUS Global Ventures</b> . The company's solutions help businesses securely share and analyze consumer data.	 TELUS Global Ventures
 pretty damn quick	<b>PrettyDamnQuick</b> , an operational data platform that optimizes order fulfillment and delivery management for e-commerce businesses, raised <b>\$25 million</b> in a Series A round led by <b>PeakSpan Capital</b> , with participation from <b>TLV Partners</b> and <b>Moneta Ventures</b> .	PEAKSPAN tlv partners  MV MONETA VENTURES

## AdTech, MarTech &amp; Software – Significant Transactions (cont.)

Target	Description	Buyer / Investor
	<p><b>Rembrand</b>, a virtual product placement startup that enables brands to integrate their products into digital content using AI, raised <b>\$23 million</b> in a Series A round led by <b>super{set}</b>, with participation from <b>The Trade Desk</b>, <b>Naver D2SF</b>, and <b>L'Oréal's BOLD venture fund</b>.</p>	 
	<p><b>RetailNext</b>, a provider of in-store retail analytics solutions that deliver real-time data on customer behavior to enhance in-store experiences, was acquired by <b>Battery Ventures</b>. Since its founding in 2017, the Company has raised more than \$260 million.</p>	
	<p><b>Sincera Technologies</b>, a metadata platform for digital marketing optimization that provides cross-device, social media, and paid search advertising solutions, was acquired by <b>The Trade Desk</b>. The Company had previously raised \$4.2 million in a seed round in October 2023.</p>	
	<p><b>Vistar Media</b>, a programmatic advertising platform for digital out-of-home (DOOH) networks, was acquired by <b>T-Mobile US</b> for <b>\$600 million</b>. The Company previously raised approximately \$35.5 million in funding, which included a Series B round in July 2021, led by Lamar Advertising.</p>	
	<p><b>Vividly</b>, a trade promotion management platform that helps CPG brands optimize their promotional spending through data-driven insights, raised <b>\$30 million</b> in a Series B round led by <b>Centana Growth Partners</b>.</p>	

# 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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