

Deal NewsBrief

Advertising & Marketing – Quarterly Review (Third Quarter 2025)

\$9.5+ billion in value reported from 121 transactions

3Q25 Transaction Summary (314 total transactions)

Industry Sectors	M&A / LBO	Growth Equity / VC	Total
Agency & Marketing Services	129	44	173
AdTech, MarTech & Software	50	91	141
Total	179	135	314

7 Key Investment Themes

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1 AI-Driven Marketing & AdTech Consolidation

This theme captures the surge in investments in companies leveraging AI for marketing automation, customer engagement, content creation, and advanced analytics platforms transforming digital advertising ecosystems.



Bluefish secured **\$20 million** in Series A funding led by **NEA**, providing an AI-driven performance marketing solution aimed at automating and optimizing campaigns across multiple digital channels with data-driven content personalization.



IntelligentSystems Corp. (Hyperbound) secured **\$15 million** in Series A venture funding to deliver AI-based hyper-personalized sales email software that customizes outreach based on prospect persona modeling and predictive analytics.



Koah Labs closed a **\$5 million** seed round to develop AI-native monetization solutions that embed contextual advertisements seamlessly in AI applications, helping marketers reach users in conversational AI environments.



Nucreator was acquired by **Manifest Financial**. The company offers advanced AI-driven outreach automation tools for content creators and influencer marketers, automating personalized campaigns and sponsor engagement tracking.



Profound raised **\$35 million** in Series B funding led by **Sequoia Capital** to develop AI search optimization software that boosts organic visibility by understanding AI answer engine behaviors and optimizing brands' digital footprint.



Spike AI raised **\$1.9 million** in pre-seed funding to build AI-powered marketing software designed to enhance campaign effectiveness through data insights and automation.



Topline Pro raised **\$27 million** in Series B funding led by **Northzone Ventures**. It offers an AI-powered marketing platform that automates website creation and ongoing content generation to improve customer engagement and sales conversion for home services providers.

7 Key Investment Themes (cont.)

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2 Digital Transformation & Customer Experience Expansion

Acquisitions target AI-enhanced digital transformation consulting and CX platforms that facilitate enterprise automation, omnichannel service, and customer engagement capabilities.



Leven Capital has acquired **ARBO Marketing Consulting**, an AI anomaly detection SaaS provider enabling enterprises to optimize marketing ROI, the company raised initial seed funding from angels.



Wipro purchased **Harman International's Digital Transformation Solutions** unit for **\$375 million**, a division providing AI-driven engineering and software development to global clients, supporting Wipro's cloud and digital capabilities expansion.



SoundHound AI acquired **Interactions**, a conversational AI virtual assistant provider that automates enterprise customer support; Interactions had raised funding from Intel Capital and Norwest Venture Partners. This deal strengthens SoundHound's CX automation portfolio.



Ubiquity, backed by BV Investment Partners, acquired **Peak Support**, a remote-first customer support platform leveraging AI to improve omni-channel service delivery.



Incubeta UK, backed by The Carlyle Group acquired **RocketSource**, an AI marketing consultancy focused on data-driven GTM and AI activation strategies, enhancing its AI-powered services for digital transformation.



Concentrix acquired **SAI Digital**, a Vietnamese digital commerce and CX technology company that drives digital customer experience solutions, to expand Concentrix's Southeast Asia regional footprint.



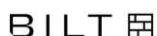
Coretek Services expanded its AI and Copilot enterprise offerings by acquiring **Total Solutions (Systems and Information Management)**, a provider of AI-enabled software and managed services.

7 Key Investment Themes (cont.)

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3 Loyalty & Rewards Technology Investments

Investor interest continues in platforms focused on employee recognition, consumer loyalty, and corporate gifting enhanced with AI and mobile-first engagement.



General Catalyst led a **\$250 million** growth equity round for **Bilt Technologies**, a fintech company offering a rent-payment loyalty credit card. Bilt had prior funding from Mastercard, Blackstone and among others.



CardFree, an all-in-one platform that empowers merchants with customized order, pay, and loyalty solutions, was acquired by **Fiserv** to expand its offerings and accelerate growth in the hospitality sector.



Attentive Holdings completed the purchase of **Emotive**, a conversational marketing platform delivering personalized SMS-based loyalty, which had raised **\$50 million** in venture rounds led by Tiger Global and Accel.



SageLink Capital and **Genesis Park** have invested in **Perfect Feast**, a corporate gifting specialist expanding its footprint in the B2B gifting market.



Bow River Capital's **One10** acquired **Whistle Systems**, a leading employee recognition and rewards platform that has previously funding from SoundBoard Venture Fund, Iron Prairie Ventures and others, enhancing One10's employee engagement solutions.



Platinum Equity acquired **XD Connects**, a top corporate gifting and branded merchandise supplier based in the Netherlands, broadening its experiential marketing product offerings.



Hypemarks acquired **Velocita (Zinrelo)**, an omnichannel loyalty and referral rewards platform that had secured funding from **Nexus Venture Partners** to scale its solutions.

7 Key Investment Themes (cont.)

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4 Healthcare & Specialty Agency Consolidation

Strategics and financial sponsors invest heavily in healthcare marketing agencies and scientific communications firms to address growing demand in life sciences and regulated sectors.



Woven Health Collective, backed by Martinson Ventures and Renovus Capital, acquired **Boundless Life Sciences Group**, enhancing its pharmaceutical marketing and medical communications expertise.



Renaissance Group, backed by Long Arc Capital, has acquired **Evolution Partners Insurance Marketing**, a multi-channel insurance marketing platform, expanding direct carrier appointment and sales enablement solutions.



Real Chemistry, backed by Collier Capital, White Peaks Capital and New Mountain Capital, acquired **Greater Than One**, a healthcare marketing agency focused on digital and data-driven campaigns for life sciences clients.



Palladium Equity Partners and Tree Line Capital Partners backed **Southwest Strategies** in acquiring **Kiterocket**, a PR and digital marketing agency serving technology and life sciences clients.



GIC and **Linden Capital** Partners acquired **Klick Health**, a Canadian healthcare marketing agency specializing in data-driven patient engagement, from PE firm **GTCR** for approximately **\$2.5 billion**.



Quinn, a luxury-focused communications agency, was acquired by **Interlux Group** and **North & Warren** with the backing of Mountaingate Capital, creating a leading integrated luxury marketing platform.



Spectrum Science Communications purchased **Return on Focus**, a strategic consulting firm providing brand positioning and data analytics for biotech and pharmaceutical clients.

7 Key Investment Themes (cont.)

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5 Market Research & Data Intelligence Growth

Acquisitions prioritize companies with proprietary data sources, advanced analytics, and policy research expertise vital for marketing effectiveness and business intelligence.



Cortico-X acquired **The Dieringer Research Group**, a marketing research and consulting firm specializing in customer experience in healthcare and financial sectors.



Ruder Finn has acquired **Era Communications**, a Singapore-based public relations consultancy offering integrated marketing communications, content creation, video production, and digital marketing, expanding its analytics and research presence in Southeast Asian markets.



AGDATA has acquired **Forward Group**, a market insights and intelligence firm specializing in agribusiness, animal health, pet care, and agricultural science, delivering agribusiness and pet care intelligence and market insights to clients.



Sprout Social has acquired **NewsWhip**, a social media analytics platform with AI-driven content prediction capabilities, for **\$65 million**, and previously NewsWhip had received funding from AshGrove Capital, Arekibo Ventures, and others.



Aonic, supported by Active Ownership Capital and Metric Capital Partners, acquired **Prime Insights**, a global market research firm with rich data panel assets in a **\$250 million** transaction, making Prime Insights a leading research platform company.



Shamrock Capital Advisors acquired **Penta Group**, a policy intelligence and advocacy consultancy with prior private equity ownership, enhancing Shamrock's advisory capabilities.



Genius Sports acquired **Sports Innovation Lab**, a U.S.-based operator of a global sports market research and advisory firm intended to evaluate and recommend sports products and services.

7 Key Investment Themes (cont.)

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6 Integrated Digital & Performance Marketing Agencies

Private equity-led and strategic buyers target full-service agencies combining creative, digital, and data-driven marketing capabilities to enhance integrated offerings.



Ampleo, supported by Brooks Growth Partners and Unity Partners, acquired **Avalaunch Media**, a fractional marketing services and integrated digital firm serving B2B, B2C, and DTC clients, aiming to deliver embedded fractional CMOs and marketing leadership.



Beringer Capital has acquired **Bold Orange**, a company specializing in performance and digital marketing, CRM, and Salesforce implementation to expand its omnichannel client solutions, from Mountaingate Capital.



Gravity Global, backed by Elysian Capital, acquired **Marketing Doctor**, a U.S.-based paid media agency known for campaigns that combine data analytics with creativity for measurable client growth.



Zen Media has acquired **Optimum7**, a provider of custom development and creative marketing strategies, a B2B ecommerce and SEO agency specializing in platform migration and digital growth.



Media Logic acquired **RenderTribe**, a New York-based B2B ABM and revenue operations consultancy, known for its expertise in marketing automation platforms like Salesforce and Marketo.



Typhon Interactive, a performance marketing and customer acquisition platform, and its flagship brand InjuryClaims.com, have been acquired by **Factua** through its legal marketing subsidiary, Nexus7Media.



Underdog Media, an independent ad network specializing in programmatic display, video, and native advertising for publishers and brands was acquired by **AD.com**.

7 Key Investment Themes (cont.)

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7 Experiential & Branded Commerce Expansion

Buyers pursue companies involved in live and hybrid events, promotional merchandise, and corporate gifting to expand client engagement and omnichannel brand experiences.



Publicis Groupe has acquired **Bespoke Sports & Entertainment**, a provider of sports and entertainment consulting and experiential marketing services, to deepen sponsorship and brand engagement capabilities.



emc3 has acquired **Boston Experiential Group**, a full-service B2C experiential agency recognized for delivering immersive brand experiences and live event production nationally.



Bishop-McCann acquired **MTI Events**, a full-service incentive travel and event planning firm known for designing brand-focused customer and employee experiences.



JTB Corp. has acquired **Northstar Travel Group**, a B2B publishing company that also provides events and conferences, marketing, custom communications, content licensing, and database management, acting as both a travel services provider and a SaaS event platform company.



Moisant & Company acquired **PepStep Promotions**, a provider of branded merchandise and event collateral for corporate clients.











Arc Media Holdings, backed by Canson Capital Partners, EagleTree Capital, and Inflexion Private Equity Partners, has acquired **Touchpoint Markets**, a marketing platforms operator that conducts live events, awards programs, and a business information portal, serving as a B2B event marketing and trade show operator for industrial and technology clients.



THM Media has acquired **Naylor Exchange Events** and launched TheHomeMag Exchange, specializing in relationship marketing for home services brands through live events and direct consumer engagement.















20 Significant Agency & Marketing Service Transactions

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Target	Description	Buyer / Investor
	<p>Addition, an AI system design and development studio providing marketing intelligence and information technology services, has been acquired by R/GA, backed by Truelink Capital, through its newly launched \$50 million innovation Fund. The acquisition marks R/GA's first since becoming independent and aims to expand the company's AI design and creative innovation capabilities.</p>	
	<p>Bold Orange, a customer experience (CX) firm that integrates strategy, data, creative, and technology to deliver personalized experiences for enterprise brands across platforms like Salesforce, Snowflake, and Databricks, has been acquired by Beringer Capital from Mountaingate Capital in a secondary buyout. The company will continue to operate independently post-acquisition.</p>	
	<p>Podcan, a global marketplace agency providing strategy, analytics, media, social commerce, and content solutions, has acquired Commerce Canal, a marketplace strategy and operations specialist, with backing from Mountaingate Capital, to form the largest independent global marketplace agency. The combined company will have more than 200 team members across 17 countries on five continents, supporting over 200 brands and licensees worldwide.</p>	
	<p>Common Thread Collective, an e-commerce growth agency that specializes in helping DTC brands scale through creative strategy, performance marketing, and proprietary data tools, has received a strategic investment led by The Acacia Group, with participation from Petra Capital, Resolute Capital Partners, and Providence Investment Partners, providing both debt and equity financing to support the transaction and future expansion.</p>	
	<p>Cooley Group, a provider of customized promotional, print, and fulfillment services serving industries including healthcare, higher education, manufacturing, professional services, and food & beverage, has been acquired by Grossman Marketing Group.</p>	
	<p>Centerfield, backed by Platinum Equity, has acquired ConsumerVoice, a digital commerce platform that curates and promotes products to engaged audiences on its websites, ConsumerVoice.org and BuyersReport.org. This acquisition marks the sixth add-on for Centerfield since being acquired by Platinum Equity.</p>	















20 Significant Agency & Marketing Service Transactions (cont.)

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Target	Description	Buyer / Investor
	<p>Forward Group, a market insights and intelligence firm specializing in agribusiness, animal health, pet care, and agricultural science, has been acquired by AGDATA, an agricultural data intelligence provider, enhancing AGDATA's market intelligence capabilities by integrating Forward Group's expertise in behavioral analysis, pricing strategy, brand perception, and product innovation.</p>	
	<p>Founded in 2000, Greater Than One, a healthcare-first media, technology, and omnichannel strategy agency, has been acquired by Real Chemistry through its financial sponsors Collier Capital, New Mountain Capital, and White Peaks Capital, enhancing Real Chemistry's capabilities in delivering precision marketing and measurable impact for pharmaceutical and biotech clients.</p>	
	<p>JUICE, a digital marketing agency specializing in paid digital advertising, SEO, email marketing, and content marketing, has been acquired by ONAR Holding Corporation. ONAR subsequently merged its Storia subsidiary with JUICE, unifying its performance marketing capabilities under the JUICE brand.</p>	
	<p>Kantar Media, a London-based provider of media measurement and analytics operating in over 60 markets and offering audience measurement, cross-media analytics, and media validation services to brands, agencies, and media owners, was acquired by H.I.G. Capital from Kantar Group, a Bain Capital portfolio company, in a transaction valued at approximately \$1 billion.</p>	
	<p>Kiterocket, a public relations agency focused on emerging technologies, semiconductors, renewable energy, and sustainability, was acquired by Southwest Strategies Group. The acquisition adds two new lines of business, technology and sustainable living, to the firm's existing focus areas, which include energy, transportation, water, and land use.</p>	
	<p>Kuehlhaus AG, a Germany-based digital agency specializing in digital experience platforms, was acquired by ACTUM Digital. The acquisition represents ACTUM's first major step in expanding its European footprint, particularly across the German-speaking (DACH) region.</p>	
	<p>Linkby, an Australian-founded performance PR platform, has raised \$15 million in Series B funding led by Volition Capital. The funding will support Linkby's expansion in the U.S., where over 55% of its revenue is generated, and accelerate product development, including enhancements to its performance-driven editorial platform.</p>	























20 Significant Agency & Marketing Service Transactions (cont.)

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Target	Description	Buyer / Investor
	<p>Northstar Travel Group, a B2B travel media, events, and market intelligence company, was acquired by JTB Corp from EagleTree Capital and its co-investors. As part of the transaction, Northstar will operate as a wholly-owned, independent subsidiary of JTB and will continue to be led by its existing management team.</p>	
	<p>Penta Group, a full-scale stakeholder communications and reputation intelligence firm combining proprietary AI and advanced data products with expertise in business, policy, and communications, was acquired by Shamrock Capital from Falfurrias Capital Partners.</p>	
	<p>Quinn, a luxury-focused strategic communications agency specializing in storytelling, earned media, brand and media partnerships, and influencer marketing, was acquired by Interluxe Group and North & Warren with the backing of Mountaingate Capital, establishing one of the most comprehensive integrated luxury marketing platforms.</p>	
	<p>RenderTribe, a B2B marketing and revenue operations consultancy specializing in account-based marketing (ABM), go-to-market strategy, sales and marketing automation, and fractional RevOps services, was acquired by Media Logic to strengthen its position in the B2B growth and marketing technology space.</p>	
	<p>Superdigital, a social and influencer marketing agency specializing in short-form video, platform-native creative, community building, and agile content production, was acquired by Accenture Song, the marketing services division of consultancy Accenture.</p>	
	<p>FGS Global has acquired Tarplin, Downs & Young, LLC (TDY), a healthcare policy and advocacy firm specializing in bipartisan government relations, policy counsel, strategic communications, and crisis management for healthcare clients, strengthening FGS Global's healthcare practice by integrating TDY's policy expertise and strategic communications capabilities.</p>	
	<p>Triple Threat Communications, a healthcare strategic marketing agency specializing in creative, editorial, and production services, was acquired by Deerfield Group to enhance its creative, digital, and medical communications capabilities.</p>	


















20 Significant AdTech, MarTech & Software Transactions

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Target	Description	Buyer / Investor
	<p>Attio, an AI-native CRM platform for go-to-market teams that helps businesses design workflows, has raised \$52 million in a Series B round led by Google Ventures, with participation from existing investors including Redpoint Ventures, Balderton Capital, Point Nine, and 01A. Since November 2021, the company has raised approximately \$123 million in total funding.</p>	   
	<p>Boulevard, a client experience platform purpose-built for appointment-based, self-care businesses, has raised \$80 million in Series D funding led by JMI Equity, with participation from Index Ventures and VMG Partners. Since August 2017, Boulevard has raised approximately \$190 million across 6 funding rounds.</p>	  
	<p>Capacity, an AI-powered support automation platform for contact centers, has secured over \$92 million in new investments, comprising \$50 million in debt financing from Chicago Atlantic and \$42.6 million in Series D equity funding led by TVC Capital and Toloka.vc.</p>	  
 Conversion	<p>Conversion (aka Relentlo), an AI-powered marketing automation startup that builds fast, flexible platforms for B2B teams, has raised \$28 million in a Series A round led by Abstract Ventures, with participation from True Ventures, HOF Capital, Antler, and prominent angel investors from the AI and go-to-market sectors. This brings the company's total funding to approximately \$35 million across 3 funding rounds.</p>	   
	<p>Zeta Global, an AI-powered marketing cloud platform, entered into a definitive agreement to acquire Marigold's enterprise software business. The acquisition includes Marigold Loyalty, Cheetah Digital, Selligent, Sailthru, Liveclicker, and Grow. The total consideration for the acquisition is up to \$325 million, comprising \$100 million in cash, \$100 million in Zeta Class A common stock, and a \$125 million seller note payable within three months of closing, subject to customary adjustments.</p>	
	<p>Axel Springer SE has acquired cmmrcl.ly, a Hamburg-based social media advertising platform specializing in first-party data targeting and programmatic social media advertising across Germany, Austria, and Switzerland.</p>	















20 Significant AdTech, MarTech & Software Transactions (cont.)

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Target	Description	Buyer / Investor
	DeepIntent , a healthcare demand-side platform (DSP) specializing in programmatic advertising for life sciences brands, healthcare providers, and patients, has received a strategic investment of \$637 million from Vitruvian Partners to accelerate its next phase of expansion and product innovation.	
	Fal , an AI infrastructure company specializing in generative media, including image, video, audio, and 3D content, has raised \$125 million in Series C funding led by Meritech Capital Partners , with participation from Salesforce Ventures , Shopify Ventures , and the Google AI Futures Fund . Existing investors Andreessen Horowitz (a16z) , Bessemer Venture Partners , Kindred Ventures , First Round Capital , Notable Capital , Unusual Ventures , and Village Global also joined the round, bringing Fal's total funding to \$197 million and valuing the company at \$1.5 billion.	   
	Genesys , a global leader in AI-powered experience orchestration, has secured a \$1.5 billion strategic investment from Salesforce and ServiceNow , with each contributing \$750 million. The proceeds will be used to repurchase shares from existing equity holders, while Hellman & Friedman and Permira remain the majority shareholders.	 
	Integral Ad Science (NASDAQ: IAS), a digital media measurement and optimization platform that provides AI-powered solutions for ad verification, fraud detection, and brand safety to global advertisers and publishers, is being acquired by Novacap in an all-cash transaction valued at approximately \$1.9 billion . Under the agreement, Novacap will purchase all outstanding IAS shares for \$10.30 per share, representing a 22% premium to the prior closing price.	
	Kustomer , an AI-powered customer service platform specializing in omnichannel CRM solutions that integrate real-time data and automation to enhance customer experiences, has raised \$30 million in Series B funding led by Norwest Venture Partners , with continued participation from Battery Ventures , Redpoint Ventures , and Boldstart Ventures . Since its founding, the company has raised a total of \$90 million.	   













20 Significant AdTech, MarTech & Software Transactions (cont.)

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Target	Description	Buyer / Investor
 OCEANMEDIA	Ocean Media and Empower Media , two leading independent media agencies, have merged to form Empower Ocean Media Group , creating the second-largest independent media agency group in North America with \$1.5 billion in annual billings. The merger combines Ocean's performance-driven, data-centric approach with Empower's creative, human-first storytelling, establishing a full-funnel, technology-enabled alternative to traditional holding company agency models.	EMPOWER
 Profound	Profound , an AI-powered "Answer Engine Optimization" (AEO) platform that helps enterprise brands understand, improve, and measure their visibility in AI-generated search results has raised \$35 million Series B round led by Sequoia Capital , with continued participation from Kleiner Perkins , Khosla Ventures , Saga VC , and South Park Commons bringing its total funding to more than \$58 million since August 2024.	  
ProRata.ai	ProRata.AI , an AI technology company developing solutions for ethical AI search, advertising, and content attribution, has raised \$40 million in Series B funding led by Touring Capital , with participation from Mayfield Fund , MVP Ventures , Revolution Ventures , SBI Investment , BOLD Capital , XPV Ventures , and Idealab Studio . Since May 2024, the company has raised a total of \$70 million across 3 funding rounds.	   
 RETINA	Retina AI , a marketing intelligence platform specializing in early, individual-level customer lifetime value prediction, has been acquired by ONAR Holding Corporation . The deal was structured as an all-stock, 100% preferred share transaction. Retina AI had generated more than \$2 million in annual recurring revenue (ARR).	
 SocialPilot	SocialPilot , a bootstrapped social media management platform founded in 2014 that offers tools for scheduling, publishing, analytics, and team collaboration, serving over 13,000 businesses globally, has been acquired by Sweden's group.one . Industry sources estimate it to be valued at over \$50 million.	
VERINT	Verint Systems Inc. a technology company specializing in customer experience (CX) automation and serving over 10,000 customers, has been acquired by Thoma Bravo in an all-cash transaction valued at \$2 billion . Under the terms, Verint shareholders will receive \$20.50 per share in cash, representing an 18% premium to its unaffected 10-day average share price prior to sale reports. Post-acquisition, Verint will be merged with Thoma Bravo portfolio company Calabrio, creating an AI-driven CX automation powerhouse.	

20 Significant AdTech, MarTech & Software Transactions (cont.)

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Target	Description	Buyer / Investor
	Vibe.co , an ad tech platform specializing in AI-powered, hyper-targeted advertising on connected TV (CTV) platforms, has raised \$50 million in a Series B round led by Hedosophia , with participation from Elaia , Singular , QuantumLight , Illusian , and angel investor Carolyn Everson , at a valuation of \$410 million. Since September 2022, the company has raised approximately \$80 million across 3 funding rounds.	  
	Wonderful , an agentic AI startup developing multilingual customer service agents for non-English-speaking markets, has raised \$34 million in seed funding led by Index Ventures , with participation from Bessemer Venture Partners and Vine Venture .	  
	ZeroClick , an AI advertising startup founded in 2024, has raised \$55 million in funding to pioneer a new advertising model purpose-built for AI search environments such as ChatGPT, Perplexity, and Claude. The round included participation from Anthos Capital , Anfa Partners , Ludlow Ventures , Wonder Ventures , Protagonist VC , and founder Ryan Hudson .	  

Woodland Park

— CAPITAL ADVISORS —

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

Representative Transactions *

 has been sold to 	 has been sold to 	 has been sold to  a portfolio company of 	 has been sold to 	 has been sold to 
 a portfolio company of  has been sold to 	 has received an investment from 	 has received an investment from 	 has received an investment from 	 has been sold to 
 has been sold to 	 has been sold to 	 Financial Advisor on investment from 	 has received a debt financing from 	 a portfolio company of  has been sold to 
 has been sold to 	 has been sold to 	 Has been sold to  a subsidiary of 	 has been sold to 	 has received an investment from 
 has invested in 	 has received an investment from 	 Financial Advisor on sale to 	 Financial Advisor on Significant Investment From 	 has sold a majority to 

* Includes transactions completed while at predecessor firms

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