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CAPITAL ADVISORS

Deal NewsBrief

Advertising & Marketing – May 2026

$3.5+ billion in reported value from 87 transactions

May 2026 Transaction Summary
(87 total transactions)

Industry Sectors	M&A / LBO	Growth Equity / VC	Total
Agency & Marketing Services	34	13	47
AdTech, MarTech & Software	9	31	40
Total	43	44	87

10 Significant Agency & Marketing Service Transactions

Target	Description	Buyer / Investor
/prompt.	**Boathouse Capital** made an undisclosed minority development capital investment in **/prompt**, a strategy and omnichannel marketing agency serving biopharmaceutical, OTC healthcare and consumer clients, supporting the company's growth initiatives while allowing /prompt to remain management-owned.	Boathouse
arketi GROUP	**Arketi Group** acquired **Braithwaite Communications**, an integrated marketing and communications agency focused on branding, content, digital marketing, social, and crisis communications. The acquisition expands Arketi's B2B digital marketing and PR platform with broader storytelling and communications capabilities across B2B, consumer, and regulated markets. Arketi is backed by Go Capital and Station Partners.	Braithwaite
CARTBLOOM ADVERTISING AGENCY	**Podean**, a **Mountaingate Capital** portfolio company, acquired **CartBloom**, a Walmart marketplace services specialist. The acquisition expands Podean's Walmart eCommerce capabilities and reinforces its position as a marketplace-focused eCommerce agency.	PODEAN MARKETPLACE MARKETING / MOUNTAINGATE CAPITAL
CloserStill	**Searchlight Capital Partners** agreed to invest in B2B events platform **CloserStill Media** for a reported $1.8 billion valuation, alongside existing investor **Providence Equity Partners**. CloserStill operates events across technology, healthcare, learning and HR, and future transport and infrastructure. The investment will support acquisitions, new event launches, and continued investment in the company's digital platform.	SEARCHLIGHT PROVIDENCE EQUITY PARTNERS
EMERALD Questex	**Apollo** agreed to acquire B2B media and events company **Emerald Holding** for **$1.5 billion** from Onex Partners and separately acquire **Questex** from MidOcean Partners for undisclosed terms. Apollo plans to combine the two businesses into a North American B2B events and media platform.	APOLLO

Target	Description	Buyer / Investor
moburst	**Chrysalis Holdings** made an **$11.8 million** strategic investment in **Moburst**, a digital marketing agency providing performance marketing, SEO / AEO, PR, creative, web development, AI-powered media buying and digital transformation services. The investment includes an equity stake in Moburst and will support the company's growth, AI product development and expanded services for Chrysalis portfolio company NewDay USA.	Chrysalis Holdings
OWL	**Rep Data** acquired **OWL Solutions**, a survey programming company that manages complex survey builds and supports fieldwork readiness for market research teams. The acquisition expands Rep Data's survey programming and implementation capabilities, strengthening quality controls before studies enter fieldwork.	REPDATA
Peloton Consulting Group	**Sunstone Partners** made a strategic investment in **Peloton Consulting Group**, an Oracle partner specializing in AI-driven transformation, Oracle Cloud applications and infrastructure, data, analytics, and managed services. The investment will support Peloton's organic and acquisition-driven growth, service expansion and continued investment in AI-enabled Oracle capabilities.	Sunstone Partners
SBI Growth Advisory	**Bow River Capital** made a strategic investment in **SBI Growth Advisory**, a go-to-market consulting firm serving B2B companies. The investment will support SBI's expansion in talent, technology, and its proprietary growth intelligence platform, SBI Wayforge.	Bow River Capital
Simplistic	**Rallyday Partners** made a strategic investment in **Simplistic**, a Shopify Plus commerce consultancy focused on eCommerce strategy, design, development and lifecycle marketing. The investment will support Simplistic's expansion as an intelligent eCommerce platform, including strategic add-on acquisitions to broaden its Shopify and ecommerce capabilities.	rallyday Partners

10 Significant AdTech, MarTech & Software Transactions

Target	Description	Buyer / Investor
MobileAction	**InMobi** acquired **MobileAction**, an AI-powered app store optimization and app analytics platform that helps app developers and marketers improve visibility, performance, and growth across the App Store and Google Play. The acquisition strengthens InMobi Advertising's iOS app growth capabilities, including Apple Ads, organic discovery, and AI-powered optimization.	INMOBI
MONACO	**Monaco** raised **$50 million** in Series B funding led by **Benchmark**, with participation from returning investors **Founders Fund** and **Human Capital**. The company provides an AI-native sales platform that automates prospecting, demand generation and revenue conversion for startups. The funding will support continued scaling of Monaco's platform and team, bringing total funding to more than $85 million.	BENCHMARK FOUNDERS FUND
nectar social	**Nectar Social** raised **$30 million** in Series A funding led by **Menlo Ventures and its Anthology Fund**, with participation from **True Ventures, GV** and **Kinship Ventures**. The company provides an AI-powered marketing platform that helps brands manage social intelligence, community engagement, creator workflows and conversational commerce. The funding will support Nectar's expansion of its agentic operating system for modern marketing.	MENLO VENTURES / ANTHROPIC true Ventures GV [KINSHIP VENTURES]
netomi	**Netomi** raised **$110 million** in Series C funding led by **Accenture Ventures**, with participation from **Adobe Ventures, WndrCo, Silver Lake Waterman, NAVER Ventures, Metis Strategy**, and **Fin Capital**. Netomi provides an enterprise agentic customer experience platform that automates customer interactions across chat, email, and voice. The funding will support customer deployments and R&D for proactive AI agents, bringing Netomi's total funding to more than $160 million.	ACCENTURE VENTURES Adobe WndrCo SLW
olyzon.TV	**Olyzon** raised **$10 million** in Series A funding led by **S4S Ventures**, with participation from existing investors, including **Eurazeo**. The company provides an agentic decisioning platform for CTV advertising, helping brands and agencies plan, activate, measure and optimize campaigns across fragmented CTV channels. The funding will support U.S. expansion, a new London office and continued product development.	S4S VENTURES EURAZEO

Target	Description	Buyer / Investor
SIERRA	**Sierra** raised **$950 million** in funding led by **Tiger Global** and **GV** at a valuation of over $15 billion. Sierra provides an AI customer experience platform that enables enterprises to build agents for customer interactions and operational tasks. The funding will support continued expansion of Sierra's AI platform and enterprise adoption.	TIGERGLOBAL GV
Solstice	**Solstice Health** raised **$21 million** in Series A funding led by **Transformation Capital**, with participation from **Twelve Below, Virtue Ventures**, and others. The company provides an AI platform for life sciences marketing teams that accelerates medical, legal and regulatory review of commercial content.	TRANSFORMATION CAPITAL TWELVE BELOW virtue
Stord	**Stord** raised **$250 million** in Series F funding at a $3 billion valuation, with participation from **Strike Capital, Kleiner Perkins, Founders Fund, Franklin Templeton, Baillie Gifford, G Squared, Bond,** and **Lux**. Stord provides commerce fulfillment infrastructure, combining warehousing, transportation and software for DTC and B2B brands. The funding will support continued investment in AI, robotics and fulfillment infrastructure, including the launch of Stord Labs.	STRIKE KLEINER PERKINS FOUNDERS FUND FRANKLIN TEMPLETON
vector	**Vector** raised **$10 million** in Series A funding led by **SignalFire** and **HubSpot Ventures**. The company provides a contact-level advertising platform for B2B marketers, enabling demand generation and ABM teams to target named buyers based on intent signals. The funding will support development of Vector's AI ad automation platform and its new Vector MCP interface.	SignalFire HubSpot Ventures
XGEN AI	**Zoovu**, a portfolio company of **FTV Capital,** acquired **XGEN AI**, an AI-powered ecommerce product discovery platform focused on search, merchandising, and recommendations. The acquisition combines Zoovu's guided selling and product discovery platform with XGEN AI's search and recommendation capabilities to create a unified AI-native engine for ecommerce product discovery.	ZOOVU / FTV CAPITAL

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

Representative Transactions *

1SEO a portfolio company of SKYHARBOR Capital Partners has been told to SCORPION	4Cite has been sold to dentsu Aegis network	ACCESSVIA has been sold to perceptivesoftware	ariad communications has been sold to bluespire a portfolio company of highroad	aVenta has been sold to accenture
cohorts has been sold to IXI	COLE Information a portfolio company of MCM has been sold to Brook Venture	FreshAddress has received an investment from TZP Group	fusion92 has received an investment from Serata Capital Partners	Geoscape has been sold to claritas
HomeSpotter has been sold to Lone Wolf Technologies	Infinata has been sold to FT Financial Times	LS Direct has received an investment from LLR Partners	miles has received a debt financing from Monroe Capital	MultiAd a portfolio company of Union Capital has been sold to SGS
RealGeeks has been sold to Fidelity National Financial	relevate health group has been sold to Mountaingate Capital	S&E Sponsorship Group has been sold to dentsu Aegis network a subsidiary of dentsu	socialmedialink has been sold to fromyouflowers.com	Throtle has received an investment from TransUnion
TZP Group has investment in TRUE Lacrosse	TOMORROW has received an investment from bv	VHT Studios has been sold to Matterport	What if Media Group has received significant investment from ABRY Partners	ZORCH has sold a majority to Satori Capital

** Includes transactions completed while at predecessor firms*

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