

GLOBAL MARKETING INDUSTRY M&A REPORT

This month we published our Annual Marketing Industry M&A Report, providing a global overview of transaction activity and trends in the industry in 2018. We have summarised a subset of our insights and data on deal volume, type as well as geography below. For the in depth full report please click here:

[Read Full Report Here](#)

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1,084

vs. 1,001 in 2017

Transactions announced in 2018 in the Marketing Services space

825

vs. 772 in 2017

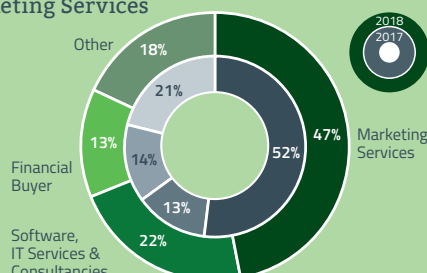
Different acquirers

85

Transactions announced by the Top 10 serial acquirers in 2018

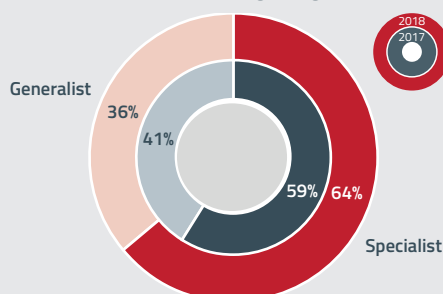
WHO WAS ACQUIRING?

53% of the acquirers have a heritage outside of Marketing Services



SPECIALIST CAPABILITIES

64% of transactions were targeting specific capabilities



SPECIALIST CAPABILITIES

64% of transactions were targeting specific capabilities, including:

206
vs. 163



Specialist Digital

172
vs. 143



MarTech

103
vs. 76



Strategic Comms

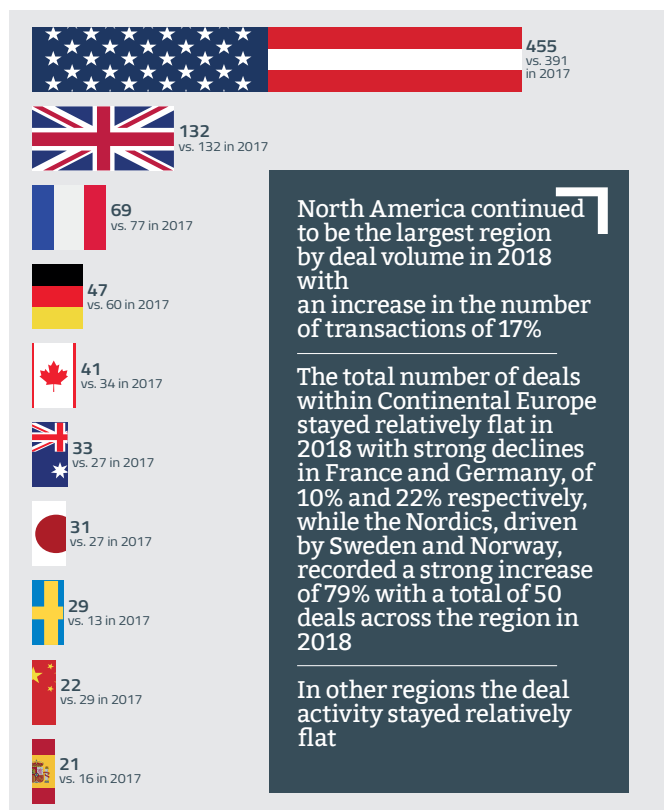
In 2018 the demand for specialist capabilities increased and represented nearly two-thirds of the total acquisitions

Full Service Digital means less and less in a world of more specialisms...

'Specialist Digital' remains the most sought-after specialist capability with 206 transactions announced in the year

'Marketing Tech' continued to be in strong demand in 2018 representing 16% of all deals, compared to 10% in 2016, as a result of further industry expansion and consolidation

WHERE ARE THE TARGETS LOCATED?

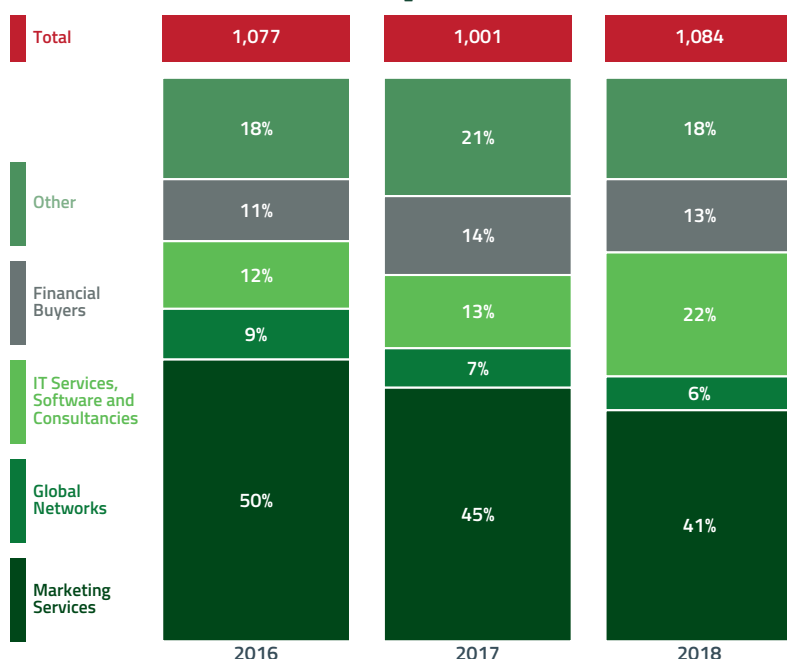


In 85% of all transactions the acquirer was either European or American, with 75% being domestic transactions.

North American companies acquiring in Europe represented the largest proportion of cross-border transactions, 46, followed by European companies acquiring into North America, 33 (of which 20 had UK-based acquirers)

TARGET LOCATION						
BUYER LOCATION		UK	Europe (excl. UK)	US	RoW	Total
	UK	88	14	18	13	133
	Europe (excl. UK)	9	237	13	11	270
	US	26	15	402	34	477
	RoW	9	10	22	163	204
	Total	132	276	455	221	

TRANSACTIONS BY ACQUIRER TYPE



The proportion of non-traditional Marketing Services acquirers continued to grow in 2018, representing 53% of the total transactions compared to 41% in 2016

The Global Networks continued to represent a smaller proportion of total deals in 2018 (6% compared to 9% in 2016)

In 2018 we saw IT Services, Software and Consultancy acquirers further enhancing their digital capabilities in the design and advertising arena, representing 22% of the total deals announced in the year

SUMMARY OF 2018 JEGI | CLARITY DEALS

2018 was another stellar year for the JEGI | CLARITY platform with total transaction value close to \$3bn across the 23 deals completed in our key sectors.

We advised on multiple sector leading deals, with clients and counterparties including, Accel-KKR, Clarion, Gartner, Guidepost, Providence Equity, S4 Capital and many more.

For more information on these deals click on the tombstones below or visit our website [HERE](#).

2018 DEALS COMPLETED

 MERGE A PORTFOLIO COMPANY OF Baird Capital HAS BEEN SOLD TO KEYSTONE CAPITAL MERGE is a leading integrated healthcare marketing and technology development agency.	 ZRG PARTNERS RECAPITALIZED BY RFE ZRG Partners is a leading global executive search firm.	 CHIME A PORTFOLIO COMPANY OF PROVIDENCE EQUITY HAS SOLD OPEN HEALTH TO AMULET CAPITAL OPEN Health is a leading multi-disciplinary health communications and market access group	 PBM HAS BEEN SOLD TO BRIDGETOWER MEDIA PBM is a leading business media and communications company serving the home furnishings and gift industries	 FMAV A PORTFOLIO COMPANY OF TRENDRI HAS BEEN SOLD TO PSAV A PORTFOLIO COMPANY OF Blackstone FMAV is a leading audiovisual and live event production company.	 FUSEFX HAS BEEN SOLD TO EAGLE TREE CAPITAL FuseFX is a leading independent visual effects studio providing services for episodic television, feature films, commercials, and VR productions.
 MarketCast Group A PORTFOLIO COMPANY OF KOHLBERG & COMPANY HAS ACQUIRED TURNKEY Turnkey Intelligence is a leading sports research and advisory firm.	 Gartner HAS SOLD METRICS THAT MATTER TO explorance MTM provides Learning & Development data and analytics for corporations to measure & evaluate the effectiveness of their L&D investment.	 Gartner HAS SOLD CHALLENGER SALES TRAINING BUSINESS TO MARLIN EQUITY PARTNERS Challenger is a leading performance improvement platform, focused on sales, marketing and customer service.	 FC Business Intelligence HAS BEEN SOLD TO LDC FC Business Intelligence is a leading B2B events business.	 Dennis HAS BEEN SOLD TO Exponent Dennis Publishing is a leading consumer media and e-commerce organisation.	 MEDIA MONKS HAS MERGED WITH S4 CAPITAL MediaMonks is a leading global creative production platform.
 ThinkHR A PORTFOLIO COMPANY OF Kennet HAS RECEIVED A SIGNIFICANT INVESTMENT FROM Guidepost ThinkHR is a leading provider of trusted HR knowledge software and services.	 VENDOME GROUP HAS SOLD Advancement Behavioral Healthcare TO HMP A PORTFOLIO COMPANY OF SCE IABH is a leading provider of education for front-line clinicians, treatment centre executives, and public health professionals.	 MARKET STRATEGIES + MORPACE HAVE BEEN SOLD IN A PRE-ARRANGED MERGER TO STG SYMPHONY TECHNOLOGY GROUP MSI and Morpace are leading market research firms.	 JHI HAS BEEN SOLD TO Internet Brands A PORTFOLIO COMPANY OF KKR JHI is a leading multi-channel marketing communications, education and data provider serving pharmaceutical, eye care & healthcare professionals.	 Gartner HAS SOLD WORKFORCE SURVEYS & ANALYTICS TO ParkerGale WS&A is a leading tech-enabled survey and analytics platform providing insights to support corporate planning and business outcomes.	 PennWell HAS BEEN SOLD TO CLARION A PORTFOLIO COMPANY OF Blackstone PennWell is a leading integrated B2B events and information company serving the energy, safety, technology and healthcare sectors.
 WEBCOLLAGES A SUBSIDIARY OF Answers HAS BEEN SOLD TO Cladson A PORTFOLIO COMPANY OF WICKS Webcollage is a leading product content management SaaS platform for global brands and retailers.	 KIMBLE HAS RECEIVED A SIGNIFICANT INVESTMENT FROM AKKR MOELLER-K&P Kimble Applications is a leading SaaS-based software company for professional services automation (PSA).	 TRUE CLARITY HAS BEEN SOLD TO valtech True Clarity is a leading ecommerce and experience platform services provider	 Hargrove HAS BEEN SOLD TO PSAV Hargrove is a leading experiential events and exhibitions production company.		

MORE TO FOLLOW IN 2019!

HEY, DID YOU SEE THIS?

UNBOTIFY ACQUIRED BY ADJUST

January 23, 2019

Adjust, a Germany-based business intelligence firm serving mobile app marketers has reached an agreement to acquire Unbotify, an Israel-based technology firm that develops software for detecting malicious bots.

[Read Article](#)



PERSONIO RAISES \$40M SERIES B

January 18, 2019

Personio, the German HR and recruiting platform, has raised \$40 million in a Series B funding. Leading the round is London-based Index Ventures.

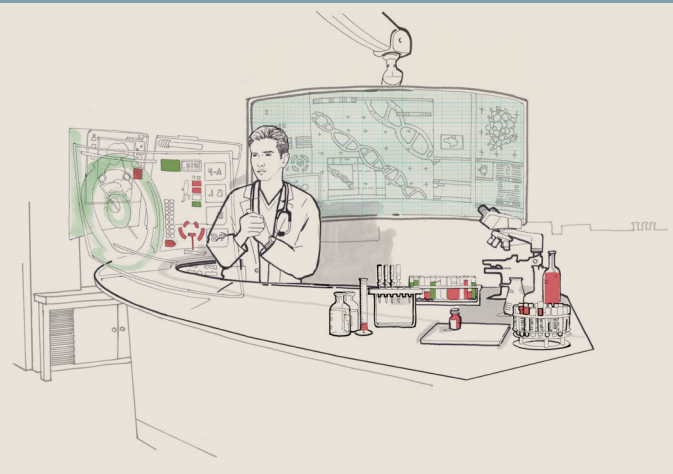
[Read Article](#)

FISHAWACK ACQUIRES MARKETING CONSULTANCY BLUE LATITUDE HEALTH

December 10, 2018

Independent medical communications and marketing group Fishawack has acquired Blue Latitude Health.

[Read Article](#)



NEWS & EVENTS

JEGI CLARITY ANNUAL CONFERENCE 2019

The 15th annual JEGI | CLARITY Media & Technology Conference took place on January 17th at the Time Warner Centre in New York City. This year's theme was 'Where to Look Next for Growth and Profit in Digital Markets'.

Highlights of the 2019 conference included; Sir Martin Sorrell's Keynote on Building the Next Gen Agency, Boxed CEO Chieh Huang's discussion on Direct-to-consumer Disruptors, and XO Group CEO Mike Steib's conversation on Content-Driven Commerce. Also providing valuable insights were industry leaders from the likes of Sony, Gartner, BCG, and Spotify.

For the full conference programme please click [HERE](#) and we look forward to sharing and discussing more of the leading content and insights from the event.



JEGI CLARITY LOOK FORWARD TO ATTENDING MOBILE WORLD CONGRESS 2019

Once again we look forward to attending Mobile World Congress in Barcelona next month, the world's largest gathering of mobile operators, device manufacturers, technology providers, vendors and content owners under one roof.

If you are at the event and would like to arrange a meeting please contact our BD Director Jonathan Goodale via email [HERE](#).



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