

MEDIA BUYING AGENCIES

Overview

A well-funded private equity firm has retained Alcon Partners to help them identify media buying agencies for investment or acquisition. Of interest are integrated agencies which provide media strategy, planning, and buying for clients. Additional capabilities that are particularly helpful are data analytics, programmatic advertising, and OTT/CTV experience.

The firm currently owns a large, successful digital marketing agency. Our client would seek to either incorporate the media buying agency into the digital marketing agency or leave it as an independent firm with a commercial relationship with the digital marketing agency.

Our client intends to provide liquidity to founders and accelerate the company's growth through capital spending and additional acquisitions of complimentary companies.

The seller may choose to continue to work at the company or exit and may also choose to roll equity into the combined company.

Investment Criteria

Specific criteria for investment are as follows:

- Capabilities
 - Integrated media agency services
 - Strategy
 - Planning
 - Buying
 - Analytics and Optimization
 - Programmatic advertising
 - OTT/CTV Advertising
- Geography
 - Companies should be headquartered in the United States or Canada
- Size
 - Greater than \$1M in earnings

Transaction Structure

- Acquisition or majority recapitalization with owner retaining equity in the business.

Contact

Andrew Heitner, andrew@alconpartners.com, 305-720-2144