



PARTNERS

## **Programmatic Advertising**

### **Overview**

A well-performing programmatic advertising agency has engaged Alcon Partners to identify similar companies for acquisition to accelerate its growth. Target companies should provide programmatic media strategy and execution across digital channels, with particular interest in CTV/OTT and performance-oriented media buying. Ideal targets could serve a client mix, including direct advertiser relationships and agency services supporting other advertising agencies. The agency is backed by a large private equity firm and has substantial capital to deploy.

### **Investment Criteria**

Specific criteria for investment are as follows:

- Areas of interest
  - Programmatic media buying and optimization
  - Connected TV (CTV) and over-the-top (OTT) advertising
  - Paid search (SEM) and performance marketing
  - Paid social media advertising
  - Market strategy, planning, and analytics supporting campaign performance
- Financial
  - \$1M EBITDA preferred
- Ownership
  - Founder, family, or employee owned
- Geography
  - North America

### **Transaction Structure**

- Buyout or majority recapitalization, providing a partial liquidity event for existing ownership and/or to meet other current or future capital needs of the business
- Material ongoing economic participation by existing owners or management, if desired

### **Contact**

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