

LEADERS IN DIGITAL SERVICES M&A

MergerTech Group is one of the most active mid-market, technology-focused M&A advisories with a strong practice in digital services. Through Q1 2021, we have announced three marquee transactions across digital product consulting, creative services, digital marketing, and Salesforce Marketing Cloud consulting.




has been acquired by

CODE AND THEORY


a portfolio company of

THE STAGWELL GROUP



MergerTech acted as advisor to Kettle in this transaction




has been acquired by




MergerTech acted as advisor to FIVE in this transaction




has been acquired by



a portfolio company of



MergerTech acted as advisor to Three Deep in this transaction



Headquartered in NYC with offices in San Francisco and Los Angeles, Kettle offers an unmatched combination of creative, content and campaign production, and ecommerce and digital services to Fortune 500 brands. Kettle has worked with industry-leading brands including American Express, Discover, Glossier, National Geographic, Oakley, SoFi and ZocDoc, as well as a number of disruptor brands across the ecommerce, financial services, media and entertainment, and retail categories.

FIVE, based in Brooklyn, NY, and Croatia, is a leading digital agency offering a full spectrum of services, including product strategy, the design, build and delivery of digital experiences, and ongoing product growth marketing. FIVE partners with clients to create new revenue streams and applies a results-focused approach to grow digital product revenues and user engagement while lowering acquisitions costs to achieve long-term product success.

Three Deep, based in St. Paul, MN, is a customer journey-enabled performance marketing and marketing technology agency. Three Deep leverages its expertise in customer journey consulting to inform marketing strategies across the entire customer lifecycle. The company combines customer data, journey analytics, and best-of-breed marketing technology platforms to execute on strategy and drive business results for some of the world's leading B2B2C, B2C, and D2C brands.