

MarTech M&A: Market Landscape and Strategic Opportunities

Overview of market trends, buyer activity and strategic considerations in MarTech

What is Marketing Technology?

MarTech refers to platforms, tools and services that enable companies to acquire, engage and retain customers through data-driven marketing

MarTech addresses 3 key questions

- ▶ How do customers discover a brand across digital and AI-driven channels?
- ▶ How can businesses influence customer decisions effectively?
- ▶ How can marketing performance be measured and optimized?

Common areas within MarTech

- ▶ Search and discovery (SEO, AEO, emerging AI-led discovery)
- ▶ Performance marketing and paid media
- ▶ Customer relationship management and automation
- ▶ Analytics, attribution and ROI tracking

How the MarTech Stack Works Together?

SEARCH (Organic Discovery)

SEO, AEO, GEO, enables brand visibility across search engines and AI-driven platforms

PAID MEDIA (Acquisition)

Social media, retail media and performance marketing
Drives measurable traffic, leads and customer acquisition

UNIFIED DATA & AI CORE (CDP)

CRM & AUTOMATION (Retention)

Customer journeys, lifecycle marketing, personalization
Supports customer engagement, retention and repeat revenue

ANALYTICS (Insights)

Attribution, ROI tracking, first-party data
Enables performance measurement and optimisation

MarTech has become a critical capability as marketing shifts toward data-driven and AI-enabled models.

MarTech Landscape – Core Segments

MarTech enables customer discovery, engagement and conversion across multiple integrated layers

Discovery

- ▶ SEO, AEO (Answer Engine Optimization), GEO / SEO for AI systems
- ▶ Ensures brands are discoverable across search engines, AI answer platforms, and emerging search experiences
- ▶ *Example: Appearing in Google search results or AI-generated answers when users research products or services*

Acquisition

- ▶ Paid search, paid social, programmatic advertising, retail media, connected TV (CTV)
- ▶ Focused on driving traffic, leads, and customer acquisition with measurable performance outcomes
- ▶ *Example: Running performance campaigns on Google, Meta, or Instagram*

Engagement

- ▶ Content management, personalization, CRM, marketing automation, lifecycle programs
- ▶ Enables consistent customer engagement, personalized journeys, and repeat purchases
- ▶ *Example: Personalized emails, in-app messaging, loyalty campaigns, and tailored content*

Optimization

- ▶ Analytics, attribution and performance tracking
- ▶ Helps optimise marketing spend
- ▶ Improve ROI through data-driven decisions

Different segments attract different types of buyers depending on capability, scale and data ownership.

Who Acquires MarTech Companies?

MarTech assets are acquired to enhance capabilities, drive growth and build integrated customer platforms

Global marketing services and agency holding companies

- ▶ Acquire MarTech companies to strengthen data, AI, performance marketing, retail media, influencer, and customer engagement capabilities
- ▶ Focus on expanding offerings across the customer journey and defending relevance in an AI-driven environment
- ▶ Key acquirers include Publicis Groupe, Omnicom Group, WPP, Interpublic Group, and S4 Capital

Technology consulting and IT services firms

- ▶ Acquire MarTech firms to enhance CRM, data, digital experience, and customer transformation offerings
- ▶ MarTech capabilities complement enterprise platforms such as Salesforce, Adobe, and marketing automation stacks
- ▶ Examples include Accenture, Deloitte, and Capgemini

PE backed marketing and digital services platforms

- ▶ PE sponsors pursue buy-and-build strategies to create scaled, integrated MarTech and digital marketing services platforms
- ▶ Target assets with strong client retention, repeat revenue, and differentiated capabilities in high-growth segments. Active across performance marketing, data & analytics, influencer platforms, and vertical-focused MarTech services

Software Companies (selective few)

- ▶ Selective acquisitions to add identity, data, analytics, AI-led personalization, or vertical-specific marketing capabilities
- ▶ Typically focused on expanding product breadth, use cases, or access to enterprise customers

Select Acquirers



Buyer interest is driven by the need to build integrated, data-driven marketing platforms across the customer lifecycle.

Where are Deals Happening in MarTech?

M&A activity is concentrated in high-growth, data-driven and performance-led segments

AI, data, and analytics-led

- ▶ Customer data platforms, identity and analytics solutions
- ▶ High strategic importance due to data ownership and platform integration

Performance marketing & retail media

- ▶ ROI-driven acquisition and commerce enablement capabilities
- ▶ Strong demand from agencies and PE-backed platforms

SEO, AEO, and LLM-focused

- ▶ SEO, AEO and emerging AI-led discovery models
- ▶ Growing importance as customer behavior evolves

Influencer and creator-led platforms

- ▶ Platforms combining creators, data and technology
- ▶ Strong growth and engagement potential

Buyer interest is strongest in scalable, data-rich and ROI-driven MarTech capabilities

Marketing Size and Multiples

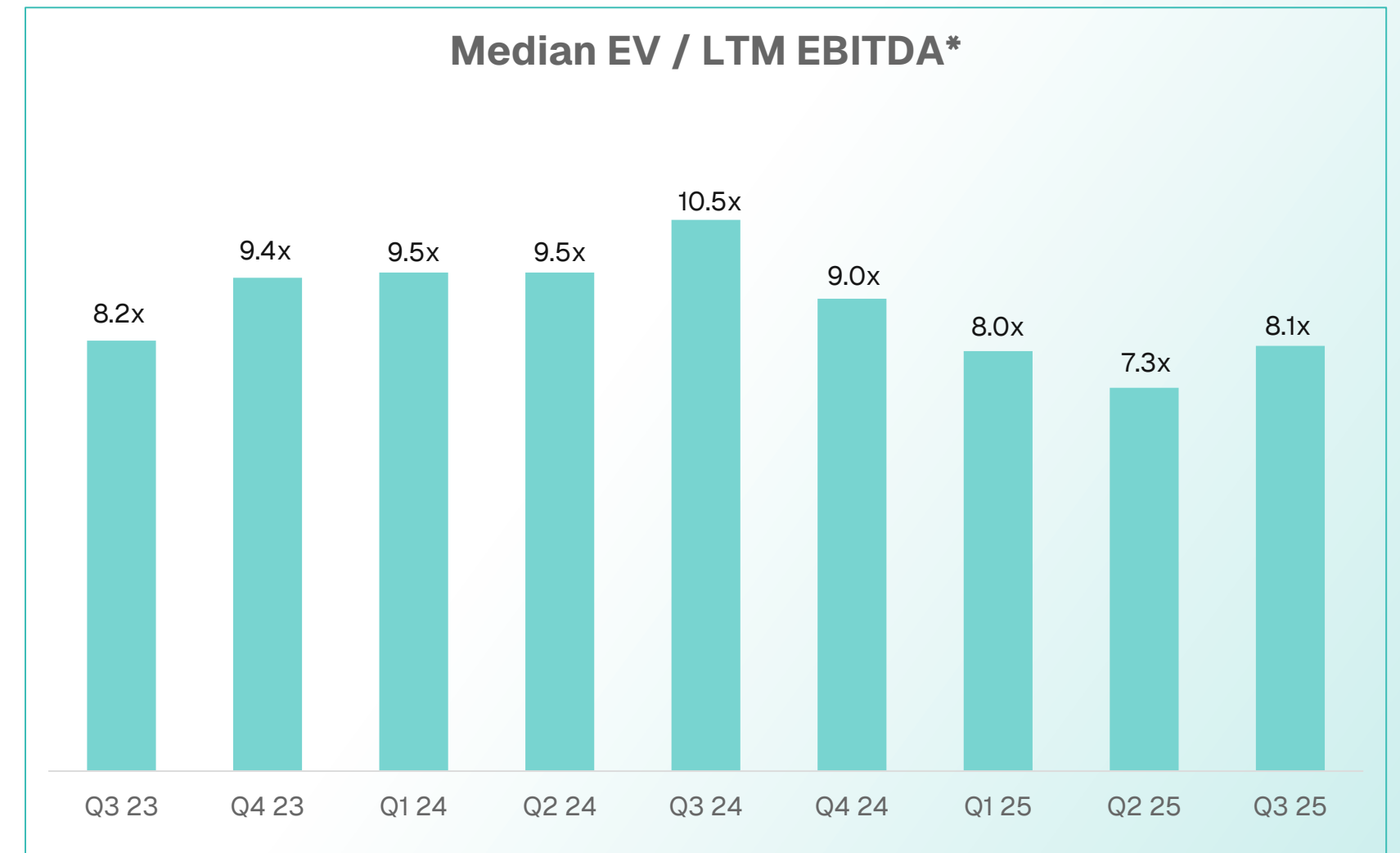
A large and growing market supported by stable valuation benchmarks

MarTech market size:

- ▶ Global MarTech ecosystem estimated at ~\$400–500bn+, spanning software, data, platforms, and services
- ▶ Spend is increasingly shifting toward data, AI- and performance-driven marketing, supporting long-term growth and consolidation

Stable Public Market Multiples:

- ▶ Public market marketing services multiples have remained stable (~8–10x EV / LTM EBITDA)
- ▶ This continues to support M&A interest in MarTech-enabled, performance-led assets





*Indicative based on publicly available data

Well-positioned MarTech businesses continue to attract strong strategic and financial interest

Recent M&A Transactions

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Date	Target	Acquirer	Description
Mar-26			D2C acquisition and retention agency with lifecycle marketing expertise
Mar-26			AI-powered creative measurement and content intelligence platform
Mar-26			AI-powered Shopify pop-up and email/SMS list-growth platform
Feb-26		FRONT ROW	Performance marketing agency focused on paid search, social and SEO/GEO
Jan-26	DIGITAL VOICES		Influencer marketing agency blending data, creativity and technology
Jan-26			Commerce intelligence and omnichannel activation platform
Jan-26			Onsite personalization and conversion optimization platform
Jan-26			Healthcare-focused digital marketing agency for patient acquisition
Jan-26			Performance marketing agency focused on paid media, SEO and growth strategy
Jan-26			HubSpot consulting and inbound marketing agency for B2B clients
Dec-25			Social media commerce agency specializing in creator-led commerce
Dec-25			Influencer marketing technology platform for campaign management
Dec-25			Retail media platform unifying product, marketing and merchandising data
Nov-25			Digital marketing agency for law firms focused on SEO and PPC
Nov-25	IMPROOVE		SEO and organic discovery consultancy for eCommerce brands

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Date	Target	Acquirer	Description
Nov-25			CRM and relationship marketing agency focused on loyalty and personalization
Oct-25			Performance marketing agency focused on paid media and analytics
Oct-25			Digital marketing agency serving specialized contractor verticals
Oct-25			B2B MarTech services company focused on automation and ABM
Oct-25			Digital marketing agency with data-driven growth marketing programs
Sep-25			Independent creative agency driving brand storytelling & campaigns
Sep-25			Branding, web & social creative agency
Sep-25			Real-time search intelligence platform powering ad targeting & insights
Sep-25			Mobile-first shopper engagement & brand activation platform
Sep-25			B2B pipeline growth agency with ABM & RevOps expertise
Sep-25			Contemporary communications agency blending strategy, creativity & media
Sep-25			Influencer marketing platform helping brands scale creator campaigns
Sep-25			Full-spectrum account-based marketing / B2B growth consultancy
Sep-25			Short-form content studio creating engaging video assets
Sep-25			Performance media agency with data-driven, omnichannel advertising expertise

Recent M&A Transactions

Date	Target	Acquirer	Description
Aug-25			Creative social media marketing strategies tailored for SMBs
Aug-25			Advertising intermediary firm mediating media placements
Aug-25			Customer experience agency optimizing loyalty, CRM and digital journeys
Aug-25			Experiential marketing agency delivering immersive brand activations
Aug-25			AI-powered influencer marketing agency connecting brands and creators
Aug-25			Independent creative agency with storytelling and brand campaigns
Aug-25			Independent creative agency focused on content, social, strategy
Aug-25			Healthcare creative agency specializing in branding, animation & pharma advertising
Aug-25			Performance-led eCommerce marketing agency scaling brands via paid media
Aug-25			Full-service creative advertising & media agency
Aug-25			Digital-first integrated communications and campaign firm
Aug-25			Digital / ad agency combining creativity and media strategy
Jul-25			Strategy-led influencer marketing agency
Jul-25			AI system design studio creating intelligent tools & experiences
Jul-25			Healthcare media and technology agency, blending data, content and strategy

Recent M&A Transactions

Date	Target	Acquirer	Description
Jul-25	 DE AFDELING MARKETING		Inbound marketing agency serving B2B clients with content strategy
Jul-25			Digital marketing and SEO agency
Jul-25			Independent full-service communications agency with healthcare focus
Jul-25			Hyper-personalized post-purchase marketing service
Jul-25			Digital marketing agency specializing in SEO and local search
Jul-25			Full-service marketing communications agency
Jul-25			Generative engine optimization providing brand perception marketing services
Jul-25			Full-service, brand-driven integrated marketing communications agency
Jul-25			Marketing & communications platform for community-based broadband providers
Jul-25			PR & communications agency specializing in tech, sustainability & infrastructure
Jul-25			Digital marketing & activation agency
Jun-25			Full-service entertainment marketing agency
Jun-25			Data-driven consumer insights and predictive analytics platform
Jun-25			Automated affiliate, influencer, and referral marketing platform
Jun-25			Gen-Z focused creative agency












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Date	Target	Acquirer	Description
Jun-25			Digital marketing agency focused on home services industry
Jun-25			Digital marketing agency focused on location-based service businesses
Jun-25			Billboard advertising and placement services for local and large-scale marketers
Jun-25			Technology and marketing services with a focus on real estate
Jun-25			Creative agency offering design, advertisement, and marketing services
Jun-25			Retail media platform for brand-retailer collaboration
Jun-25			Marketing agency focused on branding and marketplace performance
Jun-25			Content production and short form video creation solutions
Jun-25			Digital marketing and web development agency
Jun-25			Marketing and technology platform specializing in sports and entertainment
Jun-25			Marketing automation and campaign management platform
Jun-25			AI-powered omnichannel marketing platform for real-time engagement.
Jun-25			Branding, content and design agency
Jun-25			Advertising analytics specializing in the CPG sector
Jun-25			Strategic marketing agency specializing in analytics, media, creative and social

Recent M&A Transactions

Date	Target	Acquirer	Description
Jun-25			Full-service promotional merchandise agency
May -25			Global digital feelings studio with strategy & design capabilities
May-25			Marketing agency with a focus on sports and entertainment
May-25			Multimedia news publishing provider
May-25			Creative agency specializing in marketing through data science
May-25			End-to-end marketing and digital services provider
May-25			Integrated marketing and data science agency
May-25			Marketing platform with DTC retail focus
May-25			AI-powered influencer marketing platform
May-25			AdTech consultancy optimizing programmatic advertising performance
May-25			Creative agency specializing in influencer marketing
May-25			Digital content and social media technology provider
May-25			Strategic healthcare marketing and public relations agency
May-25			Experiential marketing, content creation and social media agency
May-25			Global communications provider for marketing and PR professionals

Recent M&A Transactions

Date	Target	Acquirer	Description
May-25			Digital and static billboard advertising solutions
Apr-25			Creative agency offering web, print, and media solutions
Apr-25			Creative agency specializing in brand strategy
Apr-25			Strategic marketing partner for medical and healthcare brands
Apr-25			Advertising agency focusing on brand strategy
Apr-25			Data-driven video network for advertising content at fuel retailers
Apr-25			Digital product development and growth agency providing scalable solutions
Apr-25			Email marketing platform with a focus on optimization and ROI
Apr-25			Leading creative agency specializing in brands and digital campaigns
Apr-25			Brand insights collection through decentralized data collaboration
Apr-25			Creative agency specializing in brand experience, entertainment and culture
Mar-25			Personalization and MarTech agency focused on direct marketing, customer engagement, and data-driven decision-making
Mar-25			Identity and data solution platform helping brands and publishers build addressable audiences and personalize campaigns at scale
Mar-25			AI-enabled performance marketing platform focused on optimizing ROI for consumer marketing campaigns in regulated industries
Mar-25			Influencer marketing agency with a digitalized platform for real-time campaign transparency and performance optimization

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