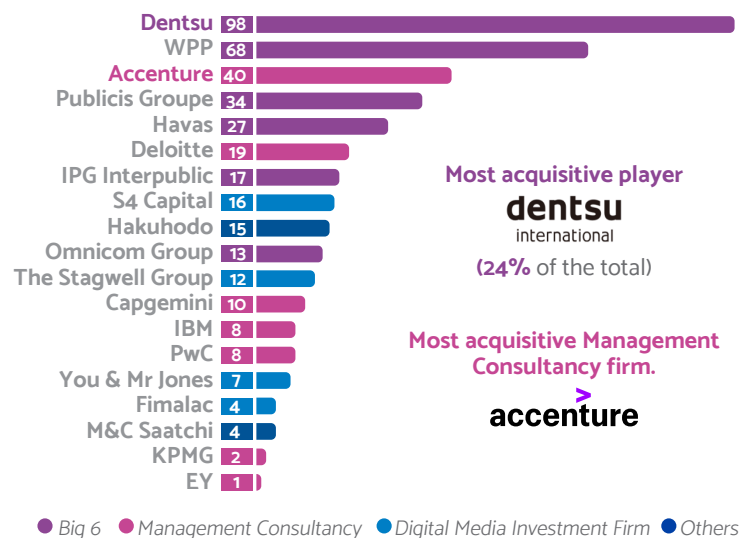
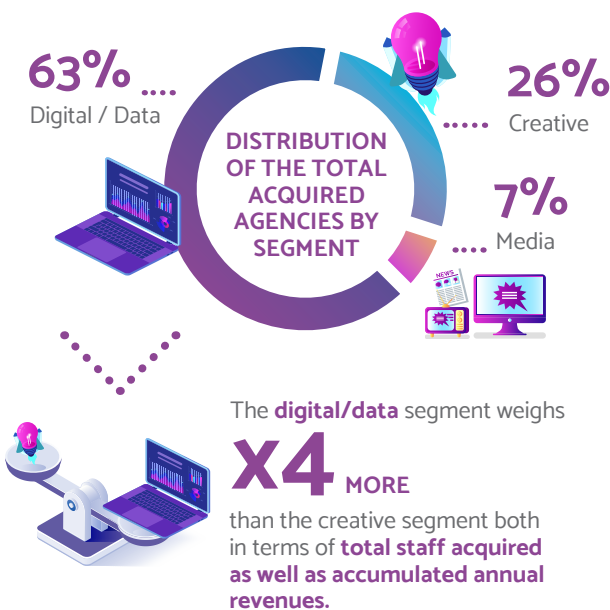
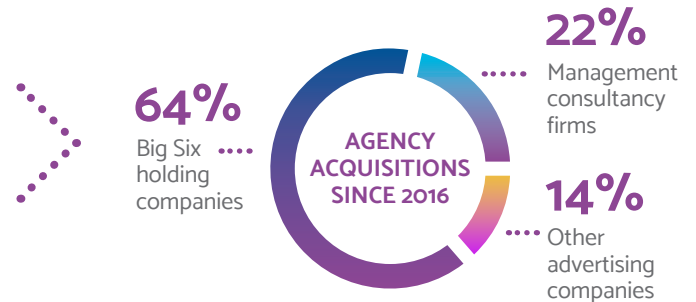


MARCOM AGENCY ACQUISITIONS 2016-2020



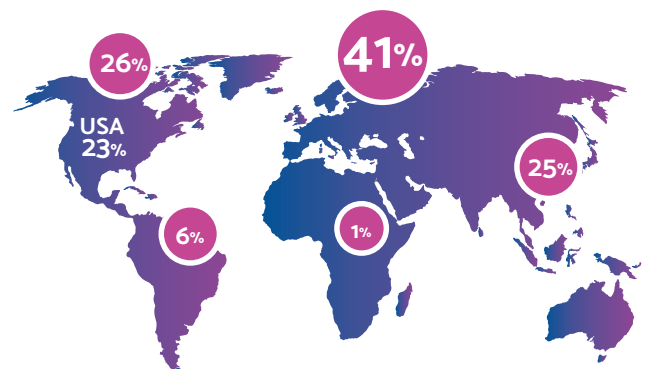
TOP 5 AGENCIES ACQUIRED OVER THE PAST 5 YEARS

Total headcount as of date of acquisition



THE MOST TARGETED GEOGRAPHIC ZONES SINCE 2016

403 deals | 66,606 staff | \$9,917M (annual revenues)



Europe has been the most attractive geographical zone, with **41% of the annual deals** since 2016, representing **167 acquisitions**.

At a country level, looking at the past five years, the **U.S. remains the leader** with **23% of the total deals** recorded.

COMvergence is an independent and international research consultancy providing analysis and benchmarking studies of the advertising and media firms owned by the global holding companies, leading independent agencies, and management & IT consulting firms. Using quantitative and qualitative measurement metrics, COMvergence provides high-quality reference data, guidance and support for MarCom professionals across all levels and titles. COMvergence partners include the American Association of Advertising Agencies (4A's), World Federation of Advertisers (WFA), Nielsen and Kantar, among others.

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OR FEEL FREE TO CONTACT US

Olivier Gauthier, Founder & CEO: Olivier.Gauthier@comvergence.net

Lisa Spielman, US Director: Lisa.Spielman@comvergence.net

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