



by Joe Mandese
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<https://www.mediapost.com/publications/article/330616/ipg-dominates-2018-in-ma-deal-value-dentsu-in-ac.html>

IPG Dominates 2018 In M&A Deal Value, Dentsu In Activity

Agency M&A Deal Tally: 2018

	Acquisitions	Staff	Revenue (millions)
Dentsu	19	2,337	\$241
WPP	12	1,528	\$517
Publicis Groupe	8	548	\$59
Accenture Interactive*	7	1,894	\$238
Deloitte Digital*	6	115	\$22
Hakuhodo	5	818	\$73
Interpublic (IPG)	4	2,242	\$667
Capgemini*	4	1,890	\$245
Havas	3	205	\$34
Omnicom Group	3	515	\$95
M&C Saatchi	3	96	\$3
S4 Capital (S4C)**	2	940	\$165
MDC Partners	1	175	\$21
You & Mr Jones	1	60	\$7
KPMG*	1	10	\$1
Total	79	13,373	\$2,388

Source: Comvergence's "Radar On Marcom Agency Acquisitions" report.

Interpublic, whose acquisition of Acxiom was the biggest deal of the year, led Madison Avenue holding companies in terms of **2018 M&A deal value, according to an annual analysis by COMvergence**. In terms of overall deal activity, Dentsu was most active with 19 deals adding 2,337 employees, followed by WPP's 12 deals, adding 1,528 employees.

The dark horse to watch last year was former WPP founder and chief Sir Martin Sorrell, whose fledgling S4 Capital acquired two shops in 2018: MediaMonks in July and MightyHive in December.

"In the last two years now, there has been a slowdown in acquisitions," COMvergence notes in its report, adding that there were 87 in 2017, which was down from 116 in 2016.

"This represents 46% less acquisitions overall (2018 vs. 2016)," the report concludes, adding, "The two most acquisitive holding companies – Dentsu and WPP – made respectively -51% and -60% less deals when comparing 2018 to 2016."

Top 10 Deals Of 2018

TARGET (acquired firm)	Country (HQ)	Total employees as of date of acquisition	Yearly revenues as of date of acquisition (US \$M)	Year founded	Segment	NEW OWNER
Acxiom Marketing Solutions (AMS)	USA	2,100	\$657M	1969	DIGITAL	Mediabrand (IPG)
LiquidHub	USA	1,600	\$200M	2001	DIGITAL	Capgemini
MediaMonks	Netherlands	750	\$110M	2001	DIGITAL	S4 Capital
Square Group	Vietnam	550	\$40M	2005	Full-Service	Hakuhodo
Namics	Germany	550	\$23M	1995	DIGITAL	Dentsu
Mackevision	Germany	520	\$50M	1994	DIGITAL	Accenture Digital
MXM	USA	450	\$100M	1969	CREATIVE	Accenture Digital
HelloWorld	USA	370	\$53M	1999	DIGITAL	Dentsu
Gorilla	USA	370	\$40M	1994	DIGITAL	WPP
Credera	USA	300	\$80M	1999	DIGITAL	Omnicom Group
Xebia	France	300	\$24M	2005	DIGITAL	Publicis
Digital Evolution Group (DEG)	USA	300	\$46M	1999	DIGITAL	Dentsu

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