

Ebiquity Plc. Acquires US-Based Multi-Channel Analytics Provider Stratigent LLC

Written by Australian Business

NEW YORK, NY, September 06, 2013 **/24-7PressRelease/** -- We are pleased to announce that Ebiquity has recently acquired US-based multi-channel analytics consulting firm, Stratigent LLC. Our acquisition will allow us to increase our services for Ebiquity and drive improvements in efficiency and effectiveness across paid, earned and owned media channels, both in North America and across the world. We found Stratigent's track record of helping over 300 brands devise, implement and benchmark their activity across multiple channels, on websites, eDM, CRM/loyalty programs and kiosk technologies, to be a key component to our current business models. The acquisition will allow us to expand our services and gain new business within our current U.S. and global business markets.

"Our strategic partnership with Ebiquity will ultimately allow us to capitalize on the vision I have for the organization. We are extremely excited to hit the ground running and to be a part of the Ebiquity family," says Stratigent CEO Bill Bruno, who will remain as Stratigent's Chief Executive. Bill and his team will work with our Ebiquity teams in New York, Chicago and abroad.

"The addition of Stratigent builds onto our market leadership position by augmenting the Market Intelligence and Media Value Measurement services we currently provide to some of the World's Most Admired Companies with unique and valuable skills in the area of Marketing Performance Optimization, a significant growth driver for us in the coming years," said P.J. Leary, Chief Executive Officer, Ebiquity North America.

We are extremely excited for the future as we move towards building a new partnership with the Stratigent brand in the coming months. We look forward to seeing the effects of this valuable acquisition, as it takes Ebiquity to the next level and beyond.