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Corporate finance

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Cross-border technology transaction

Moore Stephens advises Merkle Inc. on its latest European acquisition.

Moore Stephens has recently advised Merkle, a leading technology-enabled, data-driven performance marketing agency headquartered in Maryland, USA, on its acquisition of Comet Global Consulting, a leading global provider of inbound and outbound CRM, marketing, and real-time decision management solutions with offices located in London, Barcelona and Atlanta.

This is the third European acquisition in less than a year where Moore Stephens has assisted Merkle. It follows the acquisition of Periscopix, a leading London-based performance marketing agency, in May 2015 and, more recently, the acquisition of DBG, a UK-based marketing solutions agency, in February 2016.

Sally Shanks, Vice President, Controller, at Merkle, commented: "The Moore Stephens team has delivered time and time again, and have become trusted partners for us as we continue with our global strategy."

Phil Cowan, Head of Corporate Finance at Moore Stephens, added: "The Comet transaction reinforces our ability to deliver the seamless services required on cross-border transactions. Although the transaction was led by the corporate finance and tax teams in London, significant support was also provided by the Moore Stephens International offices in Madrid and the US."

MERKLE
A Performance Marketing Agency

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