

AdSwerve Acquires Analytics Pros

The Denver-based Google Marketing Platform Partner acquired one of Google's largest Analytics partners and resellers, Seattle-based Analytics Pros.

DENVER--(BUSINESS WIRE)--AdSwerve, a leading Google Marketing Platform Partner, announced today it has acquired Seattle-based Analytics Pros, Inc. – a top Google Analytics 360 and Google Cloud partner and reseller. This acquisition, funded by private equity investment firm Abry Partners, creates one of the only companies in the world that provides service across the entire spectrum of the Google Marketing Platform, which includes DoubleClick, Google Analytics and the Google Marketing Cloud.

Founded in 2009, AdSwerve has deep programmatic media buying expertise and has historically been one of Google's leading DoubleClick partners, focusing on onboarding, training, implementation and support. Now that the firm has acquired Analytics Pros, it is positioned to be a leader in the newly combined market created by Google's strategic consolidation of DoubleClick and Google Analytics 360 Suite products into a single Google Marketing Platform.

"We see this as an opportunity to close the gap between ad technology and marketing technology, allowing AdSwerve to build the services our clients demand," said AdSwerve CEO Clint Tasset. "By bringing Analytics Pros into AdSwerve, we can instantly offer a start-to-finish service model across the entire Google platform, while adding additional marketing cloud solutions and predictive analytics."

Analytics Pros CEO Vicki O'Meara added, "We're thrilled to bring together market-leading media and measurement capabilities for data-driven marketers who seek to activate their data to fuel their growth."

Analytics Pros team members located across North America and Europe help brands measure and analyze trillions of data interactions and deliver business intelligence solutions through big data and machine learning. The addition of Analytics Pros will bring AdSwerve's combined headcount to more than 120, driving more than \$100M in estimated gross revenue in 2018.

Tyler Wick, partner at Abry Partners, stated, "Abry Partners is delighted to join with AdSwerve to fund the acquisition of Analytics Pros and future growth initiatives. The combined platform will offer marketers and agencies the market leading solutions and services across the Google Marketing Platform."

The Analytics Pros brand will transition to AdSwerve as of January 1, 2019.

For more information, please contact Melissa Hourigan at melissa@fabricmedia.net or 720-608-1919

About AdSwerve

Headquartered in Denver, CO, AdSwerve is a technology solutions provider for online advertisers and marketers. As a Google Marketing Platform partner, AdSwerve provides implementation, technical training, support and strategic consulting for Google's advertising technology products to companies and agencies marketing online.

Contacts

Fabric Media
Melissa Hourigan, 720-608-1919
melissa@fabricmedia.net