S4 Capital’s MightyHive Continues to Hoard Ad Tech With Latest ‘Merger’



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S4 Capital’s programmatic unit MightyHive said it “today merges with two companies” in the guise of U.K.-based ConversionWorks plus Datalicious Korea, both of which will operate under the MightyHive name.

Financial terms of the deal were not publicly disclosed, but the purchase comes just weeks after S4 Capital’s digital content unit similarly “merged” with digital agency Firewood, with S4’s executive chairman Martin Sorrell noting how the latest deal will help bolster its capabilities in Europe and Asia.

ConversionWorks helps brands gather first-party data, curate audiences, predict behaviors, target them with relevant creative, and then helps them record subsequent conversions. Meanwhile, Datalicious Korea is a Google Analytics premium reseller and Google Analytics certified partner in its

domestic market.

Pete Kim, MightyHive CEO, said in a statement, “Marketing analytics expertise is a key part of marketers’ foundational toolkit and critical to execute more agile and personalized campaigns. The teams at ConversionWorks and Datalicious Korea and their stellar reputations in the respective regions naturally complement MightyHive’s global consulting services as we continue to expand and prosper worldwide.”

Sorrell’s S4 Capital began its acquisition spree soon after he formally launched the marketing services company—just months after he was ousted as the CEO of WPP—with the purchase of programmatic specialist unit MightyHive costing his outfit $150 million.

S4 Capital has thus far been constructed around the tenets of “faster, better, cheaper”—he spoke extensively with Adweek on this model earlier in the year—with the underlying rationale being marketers’ desire to “take back control,” he explained.

Sorrell has likewise spoken publicly of how competency on platforms such as Amazon and Google’s ad-tech stacks—MightyHive is a notable specialist on both—are essential to contemporary programmatic practice, given the nature of clients’ changing needs.

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