

Global Expansion Strategy – Marketing Technology Company



SITUATION

Partnership Opportunity

A leading customer data platform provider wanted to partner with marketing technology company in Europe.

Target Profile

The target operated in a niche segment and offers customer experience software to retail sector across five countries in Europe

Client Objective

The client wanted to explore the growth potential of target and the synergy it can get from the partnership.

SOLUTION

Understood market demand and outlook

- Assessed the market of buyer and target – size and growth potential
- Determined the key factors defining the future market of buyer and target
- Identified the commonality within the markets
- Understood the voice of customers/market
- Analyzed the competitive intensity in Martech sector

Assessed the potential synergies arising from the merger

Value Assessment

- Assessed the individual value of buyer and target - benchmarked target business with peer group
- Evaluated the risks associated with target business and combined entity

Synergy Review

- Reviewed the synergies at multiple level including customer, operational, product, client, organization, business model etc.

Developed recommendations based on parity analysis (Monte-Carlo simulation) for market share and integration benefits

OUTCOMES

Synergy Discovery

Uncovered that the potential synergies between client and target companies

Strategic Recommendation

Recommended go with the merger opportunity and recommended the timeline

