

HAVAS

{ "DMPG" }

PRESS RELEASE

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Havas acquires UK-based global digital data agency DMPG to power clients' data and tech transformations

The addition of DMPG, an Adobe top 3 recommended independent, further strengthens Havas' global data, tech and analytics capabilities and accelerates its Converged global strategy to deliver even more effective omni-channel marketing solutions to clients across disciplines.



From left to right: Steve Carrod, founder and managing director, DMPG; Tom Marianczak, founder and head of technical services, DMPG; Patrick Affleck, CEO of UK and Ireland, Havas Media Network UK
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Havas today announces the acquisition of global digital data agency DMPG to help power its clients' marketing transformations and unlock untapped value from advertisers' data and technology investments. Havas' clients across its three global practices, Media, Creative and Health, will now have access to data capabilities that deliver and measure unprecedented business impact across their omnichannel marketing activities. DMPG will join the organization under Havas Media Network's data, tech and analytics consultancy, CSA.

Founded eleven years ago by Steve Carrod and Tom Marianczak, DMPG has built a powerful suite of digital data technology services including: customer experience strategy; digital analytics design, implementation and adoption; experience optimisation programme creation; and execution and

omnichannel data activation support. DMPG also is a certified partner of Adobe, Google, Tealium, ObservePoint, Optimizely and Treasure Data among other key enterprise technologies. DMPG works with Shutterstock, TUI, The Economist, RS Group, Boden, River Island, and Center Parcs, among more.

The acquisition further bolsters Havas' existing data, tech and analytics capabilities that sit within CSA. Launched in 2023, CSA now encompasses more than 400+ data experts across 20+ countries delivering end-to-end data and technology solutions rooted in meaningful business growth. CSA services clients at all stages of data maturity and gives them a competitive advantage by combining smart people and advanced technology to generate actionable insights from their data to drive more value from their investment in digital and media.

The addition of DMPG to the CSA portfolio is the latest in a series of strategic data and tech-focused investments for Havas. In 2021, Havas acquired Search Laboratory, a data-driven digital agency and Google Marketing Platform Reseller.

In 2023, Havas announced an expanded partnership with Adobe to enable all its agencies to leverage Adobe generative AI and more effectively deliver unparalleled personalised customer experiences. The acquisition of DMPG, an Adobe top 3 recommended independent, further strengthens Havas' strategic partnership with Adobe and enhances its ability to better advise clients on their investments in the platform across creativity, media and production.

DMPG will integrate into Havas Media Network UK, as part of the CSA Network and will help scale the data and tech consultation service offering across all its practices – Media, Creative and Health – globally. DMPG managing director Steve Carrod will retain the same job title, reporting to Chris Attewell, CEO of Search Laboratory and CSA lead in the UK.

Yannick Bolloré, Chairman and CEO, Havas, said: “We are thrilled to welcome Steve, Tom and the entire DMPG team to the Havas family. The acquisition of DMPG strengthens our ability to support clients' essential data and technology transformations and further accelerates our Converged global strategy, helping us to deliver even more effective omnichannel marketing solutions, combining media, content, CRM, and so much more.”

Patrick Affleck, exec sponsor of the acquisition and CEO of UK and Ireland for Havas Media Network UK, said: “DMPG will enable our clients to extract more value from their significant martech investments through more effective implementation. As brands accelerate their own transition to being more customer-centric organisations, DMPG will help our clients design and execute more connected customer journeys and experiences that lead to improved business performance.”

Steve Carrod, founder and managing director, DMPG, said: “The importance of first party data coupled with the role media agencies now have versus previous years means we need to get closer to media agencies. Connecting the customer journey is incredibly important to us and to Havas Media Network UK, so we're delighted to find a natural home. With a strong foothold in the US and worldwide for both DMPG and Havas, there's tremendous opportunity to scale such solutions globally and add enormous value for clients.”

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About Havas

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with more than 23,000 people in over 100 markets sharing one single mission: to make a meaningful difference to brands, businesses, and people. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged, fusing all its global expertise, tools and capabilities, to create, produce, and distribute personalized and optimized content and experiences on a large scale in real-time. With creative ideas at the heart of this unique model, supercharged by the latest data, technology and AI, but powered by humans, the teams work together with agility and in perfect synergy within Havas Villages to provide clients with tailor-made solutions that support them in their positive transformation. Havas is committed to building a diverse, inclusive, and equitable workplace, that prioritizes the well-being and professional development of its talents. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017. Further information about Havas is available at www.havas.com.

About DMPG

DMPG is a leading data technology agency that helps advertisers unlock untapped value from technology investments. Founded eleven years ago by Steve Carrod and Tom Marianczak, DMPG's powerful suite of digital data technology services are helping power the data and technology transformation of Shutterfly, TUI, The Economist, RS Group, Boden, River Island and Center Parcs, among others. Its services include digital analytics design, implementation and adoption; experience optimisation programme creation; and execution and omnichannel data activation support. DMPG also is a certified partner of Adobe, Google, Tealium, ObservePoint, Optimizely and Treasure Data among other key enterprise technologies. For more information, please visit dmpgteam.com.