

PetskyPrunier

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Petsky Prunier Advises TagMan on its Sale to Ensignten

March 20, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised TagMan, a leading global SaaS-based tag management, data management, and marketing attribution provider, on its sale to Ensignten. TagMan was a portfolio company of Greycroft Partners, iNovia Capital, The Cambridge Angels, and The London Business School Enterprise 100.



TagMan is the pioneering tag management system (TMS) and the only TMS that captures advertising and site activity to create a single, unified view of the consumer, driving an attribution application that is built into its platform. Since 2007, digital marketers have relied on TagMan to improve website performance and harness third-party vendor tags. TagMan's industry-first Marketing Data Platform (MDP) provides access to TagMan's marketing data layer collected in real-time and unified by tags to reveal the true impact of advertising spend and drive revenue.

The acquisition of TagMan takes place as digital marketers race to leverage enterprise data and tag management platforms to collect, own, and act on their customer interactions across every digital touchpoint and accelerates the next generation of open platform marketing solutions. By merging with Ensignten, TagMan will continue executing on its vision of robust, innovative technology that further redefines the marketing cloud and provides marketers with the next generation of open platform marketing solutions.

The combination of Ensignten and TagMan, which has a customer base of more than 400 leading brands, including DirecTV, John Lewis, Marriott,

Travelocity, and Virgin America, among others, creates a clear industry market share leader with a global customer base representing companies generating more than \$1.9 trillion in annual revenue. TagMan customers will not need to make any changes as a result of the acquisition and will now also have access to the added power of the Ensignten Agile Marketing Platform.

"Petsky Prunier provided invaluable counsel and support throughout the entire process, working tirelessly to bring about a successful outcome."
Jon Baron, CEO & Co-Founder, TagMan

A team from Petsky Prunier, led by John Prunier, Sanjay Chadda, and Dylan Kearns, served as exclusive financial advisor to TagMan.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC, member of FINRA/SIPC.

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