

## Petsky Prunier Advises ymarketing on its Sale to Sandbox

**October 23, 2017 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Newport Beach, California-based digital marketing agency ymarketing on its sale to independent, full-service agency Sandbox. The acquisition provides Sandbox a greater footprint on the West Coast and bolsters their media capabilities with results-driven, enterprise-level digital marketing services and a highly specialized analytics practice.



*"From our first meeting through close, Petsky Prunier's level of dedication, attention, and counsel was invaluable, as we navigated this process for the first time. Their depth of sector knowledge was evident in their ability to understand the nuances of our business quickly, bring unique parties to the table, and, ultimately, negotiate a fantastic outcome for our company with a great partner."*  
Ryan Lash, CEO, and Brian Yun, COO, ymarketing

Founded in 2002 by CEO Ryan Lash, ymarketing has more than 70 employees and offers its clients a range of digital services with strong capabilities in media, analytics, and digital CRM. The agency has been recognized on *Inc.* magazine's annual list of 5000 fastest-growing, privately held companies in America for the past seven consecutive years and was named "Independent Agency of the Year" at the 2016 Bing Agency Awards, bestowed for its partnership, ingenuity, and creativity around product application and optimization.

ymarketing's focus on data visualization and analytics will bolster Sandbox's existing capabilities and provide clients with access to unparalleled digital media and marketing expertise. The agency brings with it a number of brand clients and will support Sandbox's existing client roster, as well. The addition of ymarketing also will expand the Sandbox's Southern California base, where it also has an office in Santa Monica.

Sandbox is an independent, full-service agency united by the collaborative ethos of "Creating Better, Together." Sandbox operates from seven locations across the U.S. and Canada, and its roster of clients



includes some of the most respected names in human and animal healthcare, agriculture, technology, financial services, travel, retail, and consumer products. The acquisition signals the agency's growth and momentum since being founded in 2014.

Petsky Prunier, with a team led by Christopher French and Clayton Young, served as exclusive financial advisor to ymarketing.

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### **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement 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. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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