

RECENT SOCIAL MEDIA MARKETING ACQUISITIONS

			ESTIMATES:		Offering:		
DATE	TARGET	Acquiror	VALUE (\$MM'S)	REVENUE MULTIPLE	TECHNOLOGY PLATFORMS	SERVICES	DEAL NOTES:
Jun-11	icuc	A E G I S M E D I A	-	-		•	ICUC offers social media management, online content and community moderation services.
May-11	🌠 TweetDeck	twitter	40.0	-	•		TweetDeck is a software platform that manages tweets.
May-11	Bzz Agent	dunhumby essential customer genius	60.0	3.0x		•	BzzAgent is a word-of-mouth marketing agency. dunnhumby is a subsidiary of Tesco Stores, Ltd.
May-11	Context Optional	efficient frontier	50.0	3.3x	•	•	Context Optional provides social marketing software and services (social marketing strategy & discussion monitoring).
May-11	conversition	e -Rewards	-	-	•		Conversition is a social media data collection company. e-Rewards is backed by TA Associates.
May-11	Buzž Labs A	IAC	-	-	•		BuzzLabs offers social media monitoring and sentiment analysis.
Apr-11	PROXIMAL LABS	jive	25.0	-	•		Proximal Labs provides software that facilitates community engagement.
Apr-11	⊕ vertone.	KANA.	-	-	•		Overtone provides brand monitoring and engagement to various enterprises.
Mar-11	radian6	S ales force	340.0	9.7x	•		Radian6 provides social media monitoring and analysis solutions.
Mar-11	SitterJam	meltwater group	6.0	-	•		JitterJam provides social CRM software.
Feb-11	NOЯTH SOCIAL	V OCUS	25.0	-	•		North Social is a software platform that creates and manages Facebook apps. Deal included \$18MM earnout.
Jan-11	*Tick Apps	kit digital	45.0	3.7x	•		KickApps provides a hosted platform for creating white label social networks.
Jan-11	(t) Techlightenment	Experian Experian	-	-	•		Techlightenment creates social media marketing tools. Techlightenment's 2010 Revenue = \$8.1MM.
Dec-10	powered	Dachis Group	-	-		•	Powered is a social marketing consultancy. Dachis Group is backed by Austin Ventures.
Nov-10	Brandwatch Social Media Moriforing	>durrants	-	-	•		Brandwatch is a social media monitoring system. Durrants is backed by Exponent Private Equity.
Nov-10	Stuzo	Dachis Group	-	-	•	•	Stuzo creates social marketing applications and programs.
Sep-10	evolve ₂₄	Maritz RESEARCH	-	-	•	•	Evolve24 is a business analytics and research firm specializing in the measurement of perception, reputation and risk.
Sep-10	INTREPID	O ALTERIAN	11.5	2.3x		•	Intrepid is a social media analysis and marketing research business. Deal included \$8MM earnout.
Aug-10	transpond*	webtrends ⁻	-	-	•		Transpond provides an app development platform for social media.
Jul-10	sysomos	marketwire	-	-	•	•	Sysomos provides social media monitoring and analytics tools. Marketwire is backed by OMERS Capital Partners.
May-10	SCOUTLABS	\$ lithium	20.0-25.0	10.0-12.5x	•	•	Scout Labs provides social media monitoring apps. Lithium is backed by Benchmark Capital and DAG Ventures.
Apr-10	BIZ 360	ATTENJITY	-	-	•		Biz360 is a social media monitoring software company.
Feb-10	buzzgain	meltwater	4.0	-	•		BuzzGain is a social media monitoring system.
Jul-09	Techrigy	O ALTERIAN	5.1	-	•		Techrigy provides social media monitoring and analytics tools.
Sep-09	ℴℬ Hive Live [™]	RIGHT NOW.	5.9	-	•		HiveLive is an enterprise-class social platform provider.
Nov-08	ripple6	GANNETT	-	-	•		Ripple6 is an enterprise-class white label social media platform.
Apr-08	umbria Albaban dala basa pedanananan	J.D. POWER	-	-	•	•	Umbria provides online buzz monitoring and marketing intelligence service.