

Ciesco advises marketing procurement technology platform RightSpend on its sale to LDC Private Equity

LONDON, 8th September 2020: [Ciesco](#) is delighted to announce the successful completion of its latest transaction, advising Beekman Associates, the US and UK-based leading global consultancy, on the sale of the company and its data-driven, software marketing procurement platform RightSpend. The deal will enable the management team to drive organic growth, further develop its software-as-a-service (SaaS) offering and continue to expand into new international markets.

RightSpend is a flexible web-based SaaS system which allows global brands to assess and benchmark marketing activity in real time, ultimately helping them determine the optimal marketing spend and associated ROI across agency relationships. The platform provides unrivalled data and analytics across 75 different international markets and has an impressive client roster of some of the world's leading brands. RightSpend currently assesses more than £8 billion of marketing spend each year and saves customers on average between 10 and 20 per cent of their marketing budget.

Ciesco managed the sale process and LDC was chosen as lead bidder given its strong heritage of supporting fast-growing technology and media businesses. The private equity firm has invested more than £1 billion in UK technology, media and telecoms companies. LDC Director David Andrews and Investment Manager Dan Gluckman will both join the board. The deal will also see TMT expert former CEO at EMAP and Informa, and ex-Procurement Leaders Chairman, David Gilbertson, join as Chairman and former COO of the NEC Group, John Hornby, join as Non-Executive Director. This creates a powerful board to drive expansion.

Iain Seers, CEO of Beekman Associates, said: "We have developed a unique market-leading software tool to help companies better manage their marketing agency relationships and deliver material cost savings and transparency around spend. Whilst we have grown significantly in recent years, there is a real opportunity for us to scale quickly, drive our technology development at a faster pace, and expand into new geographies.

The Ciesco team have been an invaluable partner. Their knowledge of and relationships within the sector, and transactional expertise in managing the process was instrumental in delivering us a great partner in LDC."

David Andrews, Director at LDC, added: "The impressive client base and track record that Iain and his team have developed speaks for itself. The business model and proprietary technology, coupled with a highly scalable proposition, means the business is well-placed to expand and build on its success to date. We look forward to partnering with the business in the next stage of its growth journey."

Commenting on the transaction, Alan Matthews, Partner at Ciesco, said: "We are delighted that the investment into RightSpend has been completed by LDC. The outcome gives the CEO Iain Seers strong backing for the next stage in the business's growth, for which there are multiple opportunities, and gives the founder vendors a very positive exit deal. The fact that the transaction was carried out in the current challenging Covid environment is testament to the strength of RightSpend's product offering and the determined and dedicated approach by all parties involved in the process to secure a great result."

Chris Sahota, CEO of Ciesco, added: "This transaction further highlights the very strong appetite in the sector for businesses that leverage the use of data and technology. Ciesco has strong expertise in the sector and has relationships with both Strategic Buyers and Private Equity Investors looking to invest in

this space. The RightSpend transaction follows the recent deal announced in this space by Ciesco, the sale of Data Analytics Consultancy Mavens of London to Kantar, one of the leading Data, Insights and Consultancy Companies backed by Bain Capital Private Equity."

Ciesco – <https://www.ciesco.com/>

Ciesco is a leading specialist M&A firm with a focus on the technology, digital, media and marketing sectors. Headquartered in London, we have offices in Germany and France and operate globally. Ciesco offers a unique combination at partnership level, of senior level industry practitioners and sector specialist investment bankers. This enables an extensive network of contacts and strong relationships that reach into organisations worldwide at C-suite sponsor levels. We are well-regarded in the market for our specialist advice derived from our deep understanding of the sector, industry and buyer landscape insights, and execution expertise.

About Beekman Associates/RightSpend – <https://rightspend.com/about-us/>

Beekman Associates is a leading global marketing consultancy and developer of RightSpend, a bespoke online data-driven procurement platform. Beekman developed the RightSpend platform to help brands gain clarity and greater control over their marketing spend.

About LDC – <https://ldc.co.uk/>

LDC is the private equity arm of Lloyds Banking Group and is authorised and regulated by the Financial Conduct Authority. LDC has committed to invest £1.2bn in UK mid-market businesses over the next three years. It has a portfolio of 90 businesses across the UK, across a broad range of sectors including TMT, Financial Services, Healthcare, Construction & Property, Industrials, Retail & Consumer, Travel & Leisure and Support Services.

Press Release Enquiries

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