

Ciesco, advises R3, a global marketing transformation consultancy, on its sale to Private Equity backed MediaSense

12th November 2024 - London: Specialist M&A advisory firm [Ciesco](#) has announced the successful completion of its latest transaction, advising R3, a leading global marketing transformation consultancy, on its sale to MediaSense. This strategic transaction significantly extends the global footprint of MediaSense in North America and Asia, and expands its service offerings into creative and content management.

Ciesco acted as the exclusive sell-side advisor to R3 and its shareholders and was selected based on their specialist sector expertise in the market vertical, and on their strong network of senior-level buyer and investor relationships.

R3 was founded in 2002 by Greg Paull and Shufen Goh, both highly experienced professionals and recognised thought leaders within the media and marketing industry. The company has over two decades of experience in advising global brands on optimising their marketing budgets and performance to achieve their objectives with capabilities centred around three key pillars: Return on Agencies; Return on Media; and Return on Investment. Each of these pillars are supported by proprietary processes and software tools that tap into extensive proprietary data pools relating to multimarket, media, digital and marketing agencies. With a diverse portfolio of international blue chip clients, including 12 of the top 20 international advertisers, R3 brings a wealth of experience and expertise to the MediaSense group.

This acquisition will bolster MediaSense's capabilities which will now advise clients across an expanded suite of media & marketing operations-related services, supporting them to improve performance in an increasingly connected ecosystem where optimal marketing effectiveness necessitates more integrated management and governance of creative, content, media, data and technology. Both MediaSense and R3 will for now, continue to operate under their existing brands.

This is MediaSense's second M&A transaction in six months, following its acquisition of PwC's Marketing & Media advisory team, announced in May 2024. Apiary Capital acquired a significant stake in MediaSense in 2021, and this deal further delivers on the growth strategy, developed and implemented by the UK-based private equity firm.

Greg Paull, Co-Founder and Principal at R3, said: *"The coming together of MediaSense and R3 creates a truly independent global advisory business, capable of advising brands on their media and creative organisations, agencies, and data and tech partners, as well as providing insights based upon cross-discipline intelligence. We are excited to be joining MediaSense on this innovative growth journey and offering our combined clients a more expansive and integrated service, globally."*

Shufen Goh, Co-Founder and Principal at R3, said: *"In MediaSense we have found the ideal partner with whom to grow, given our shared values and complimentary service offerings, across both capabilities and geographies. We are completely aligned on clients' requirements for best-in-class advice and more integrated thinking in relation to their marketing organisations, external partners and governance over their marketing investments."*

Greg and Shufen added: *"Throughout the process, Ciesco proved to be an incredibly valuable partner, guiding us through each phase of the transaction with strong expertise and dedication. Their unrivalled sector knowledge and alignment with our goals led to an excellent result and the ideal partner in MediaSense to drive future growth. The Ciesco team's dedicated commitment and hard work were essential in securing a successful outcome for everyone involved"*

Chris Sahota, CEO, and founder of Ciesco, said:

"We are very pleased to have advised R3 and its shareholders during this process. R3 and MediaSense are an ideal strategic fit with significant commercial and geographical synergies. The union of these two growing industry leaders creates a truly global, multi-disciplinary marketing consultancy which will be very well received by both regional and international advertisers alike."

The transaction delivers a 100% share acquisition for R3 shareholders and was financed through a combination of debt and cash funding. The transaction marks Ciesco's fourth deal in this market vertical, having advised on the acquisitions of RightSpend by LDC, MediaSense by Apiary Capital and MediaPath by Ebiquity.

About Ciesco – [website](#)

Ciesco is a leading specialist M&A firm with a focus on the Technology, Media, Healthcare, and Sustainability sectors. Headquartered in London, Ciesco operates globally and offers a unique combination at partnership level of senior 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. Ciesco is well regarded in the market for its specialist advice derived from the deep understanding of the sector, industry and buyer landscape insights, and execution expertise.

About R3 – [website](#)

R3 is a leading global consultancy group focused on improving the effectiveness and efficiency of marketers and their agencies. R3 enables their clients to achieve a competitive edge and better relationships with their agencies and return on investment from media and marketing spends.

About MediaSense – [website](#)

MediaSense are independent global media advisors. They build high performance media operating models and unlock value for the world's leading brands. MediaSense achieve this by evaluating all aspects of their clients' internal and external agency media operating model, and their media supply chain.
