

Ciesco advises Connective3, one of the UK's fastest-growing Digital Marketing Groups, on its growth investment from Foresight Group to build a Global Leader designed for the AI era

2nd July 2026 – Leeds/London, United Kingdom: Specialist M&A advisory firm Ciesco is proud to announce its role as exclusive sell-side advisor to Connective3, a Demand + Performance marketing group, on its investment from Foresight Group, a leading private equity and real assets investment manager ("Foresight").

The growth investment will focus on proprietary AI technology, international expansion and strategic acquisitions.



Photo: Tim Grice, CEO and Founder of Connective3; Tavia Sparks, Director at Foresight Group

Ciesco was chosen as exclusive sell-side advisor for its in-depth industry knowledge and extensive global network of senior investors across the media, marketing, and technology sectors.

This significant backing is a strong endorsement of Connective3's market position, data and AI-led approach, and strong growth trajectory. Founded in 2019 and headquartered in Leeds, with over 140 specialists across its offices in Leeds, London and Manchester, Connective3 has grown into one of the UK's fastest-growing independent digital marketing groups that helps leading brands such as HSBC, Adobe, and Wren Kitchens grow through performance-driven marketing, underpinned by data and insight.

Connective3 believes the future of marketing belongs to organisations that unite demand generation and performance through AI, replacing disconnected channels with one intelligent growth system. The investment will accelerate that vision, combining brand building, demand generation and performance marketing into a single connected approach that delivers measurable commercial growth.

At the core of its next phase of growth is **C3X**, Connective3's proprietary AI platform, which connects data, insight and activation across every marketing channel. By combining human expertise with intelligent

technology, C3X enables businesses to make faster, smarter marketing decisions, uncover new opportunities for growth and measure commercial impact with greater confidence.

Backed by Foresight, Connective3 will continue investing in C3X, expand internationally and accelerate its acquisition strategy, building a global marketing group designed for the AI era.

Tim Grice, CEO and Founder of Connective3, said: *“We chose Ciesco because of their extensive knowledge of our sector and the strength of their relationships across the private equity market. They were a trusted partner throughout the process, challenging us when needed, helping us tell the right story, and playing a huge part in securing a fantastic outcome. We couldn’t have asked for a better team to have alongside us.”*

Tim added: *“Marketing is changing faster than ever. The traditional divide between demand generation and performance marketing is disappearing, and AI is creating an opportunity to connect every part of the customer journey like never before. Our ambition is to build the world’s leading Demand + Performance marketing group, combining exceptional talent with proprietary technology to help ambitious businesses grow faster. Foresight shares that vision, and together we’re excited about what comes next.”*

Vin Chinnaraja, Chairman of Connective3, said: *“This investment marks the next chapter for Connective3. What Tim and the team have built – a genuinely connected approach to demand and performance, underpinned by proprietary AI – is rare in this market. Backed by Foresight, we now have the platform and the capital to take that globally.”*

Chris Sahota, CEO and Founder of Ciesco, commented:

“We are delighted to have advised Connective3 and its leadership team on this transaction. Connective3 has built an outstanding reputation in the digital marketing sector and is generating significant value for the brands it works with. Through its new partnership with Foresight, Connective3 will have the additional firepower to supercharge its already impressive growth. This is a great outcome for Connective3, their management team, employees and clients.”

Aika Kussimova, Director at Ciesco, added:

“Having advised many of the leading names across the media, marketing and technology sectors, we know what a truly exceptional agency looks like - and Connective3 is exactly that. The strength and ambition of Tim, Vin and their management team, combined with a genuinely differentiated, AI-enabled proposition in C3X and an impressive track record of scale and growth, made this a hugely exciting business to work with. That quality came through strongly in the level of demand we saw from investors. In partnership with Foresight, we believe Connective3 has a strong partner and support to grow, and we look forward to watching the team realise that potential.”

Tavia Sparks, Director at Foresight Group, commented: *“Connective3 is exactly the type of business we look to back at Foresight – a high-quality business led by an ambitious management team, with a strong track record and clear opportunities for growth. The team has developed a differentiated proposition that combines marketing expertise with proprietary technology, and we look forward to supporting the business as it continues to scale through investment in AI, international expansion and strategic acquisitions.”*

This transaction follows Ciesco’s extensive track record of advisory roles in the Media and Marketing sector with both Private Equity and Strategic investors and acquirers, including the investment in MurphyCobb Associates (MCA) by YFM, sale of R3 to MediaSense, sale of MediaPath to Ebiquity, and investment in Cognite by Vespa Capital.

About Ciesco – [website](#)

Ciesco is a leading specialist M&A firm with a focus on the Media and Technology 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 Connective3 – [website](#)

Connective3 is a Demand + Performance marketing group helping ambitious organisations accelerate sustainable growth through connected marketing. The group combines strategy, creative, SEO, paid media, digital PR, content, social, analytics and proprietary AI technology to connect every stage of the customer journey into one measurable growth system.

Its proprietary AI platform, C3X, enables brands to unify marketing intelligence, uncover new growth opportunities and make faster, more informed commercial decisions.

Founded in Leeds in 2019, Connective3 now employs more than 140 specialists across Leeds, Manchester and London, partnering with leading national and international brands including HSBC, Adobe and Wren Kitchens.

About Foresight – [website](#)

Founded in 1984, Foresight is a leading investment manager in real assets and capital for growth, operating across UK, Europe, and Australia.

With decades of experience, Foresight offers investors access to attractive investment opportunities at the forefront of change. Foresight actively builds and grows investment solutions to support the energy transition, decarbonise industry, enhance nature recovery and realise the economic potential of ambitious companies.

A constituent of the FTSE 250 index, Foresight's diversified investment strategies combine financial and operational skillsets to maximise asset value and provide attractive returns to its investors. Its wide range of private and public funds is complemented with a variety of investment solutions designed for the retail market.

Foresight is united by a shared commitment to build a sustainable future and grow thriving companies and economies.