

# incuBeta and DQ&A Media Group in R1.5bn digital merger

Today, 5 November, incuBeta Group and DQ&A Media Group have announced a R1.5bn merger that creates one of the world's largest, independent, international groups of digital agencies.

The merged company has over 400 full-time staff, with 13 offices worldwide, implementing DoubleClick ad-tech solutions and running digital marketing campaigns across 100 countries.

Both groups have large Cape Town offices, with incuBeta companies operational in the UK, Australia, Singapore, China and Kenya. DQ&A Media Group brands are active in the Netherlands, Germany, Spain, Italy, Switzerland and the US.



Alan Lipschitz, incuBeta Group CEO, Adriaan Strydom, Clicks2Customers COO, Zaida Salie, DQ&A Cape Town Operations Director, Jonathan Gluckman, Clicks2Customers CEO, Rick van Boekel, DQ&A CEO

The combined companies specialise in programmatic media, search and web analytics - delivering measurable results for top-tier clients.

Rick van Boekel, CEO of DQ&A Media Group., says, "From a geographical, services and products perspective, we are 100% complementary."

incuBeta Group CEO, Alan Lipschitz, is equally positive about the opportunities the merger presents.

"The evolving digital market requires companies that understand the technology, are data leaders, and can give clients a

performance-driven solution that results from an integrated approach to search, display and other digital services. There is now increased depth of talent in our combined teams, with real world innovation and numerous thought leaders in our space."

"We are delighted to see two valued partners come together. The merger offers a global solution that continues to ensure that consumer messaging is more relevant than ever," says Frank Einecke, MD Media Buying Solutions EMEA at DoubleClick by Google.

Operationally, the merger presents additional opportunities for both company's country offices, with management and operations teams able to expand in search, display and other specialised services.



incuBeta CEO, Alan Lipschitz and DQ&A CEO, Rick van Boekel

"This is a shot-in-the-arm for the South African digital media industry," says incuBeta Group Executive, Jonathan Gluckman. "It is further proof that we have the skillsets, expertise and track record to not only compete internationally with confidence but also win and keep business from the biggest global brands."

incuBeta is the holding company of NMP (formerly Net Media Planet), Clicks2Customers and Interface and is highly regarded for its expertise in search engine marketing and optimisation, analytics and full digital services.

In the merger with DQ&A, specialists in digital display marketing, programmatic media buying and technology services, the merged entity becomes a significant digital solutions player.

Plans include further strategic acquisitions, adding key services and opening markets to the group's global client base.

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