

DATE

January 30, 2025

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

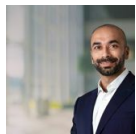
DEAL LOCATIONS



DEAL TEAM



Nitin Bhatia
Managing Director



Nishant Malhotra
Managing Director

DC Advisory advises Wingify on its sale of a majority stake to Everstone Capital



Background

- Wingify, also operating under the brand name VWO, is a market leader in A/B Testing and web optimization, helping businesses worldwide to enhance their conversion rates significantly
- Wingify's product suite encompasses three main offerings:
 - Testing: A comprehensive platform for website, mobile application, and server-side testing designed to boost conversions, minimize cart abandonment, and increase revenue
 - Behavior Analytics: Advanced tools to understand the user journey, identify conversion obstacles, and derive valuable user insight
 - Personalization: Solutions to provide personalized and contextual experiences to each visitor based on their interaction with your platform

Process

- DC Advisory acted as an exclusive financial advisor to Wingify on its sale of a majority stake to Everstone Capital (Everstone), a private equity firm managing over USD 7 bn in assets
- DC Advisory provided full advisory support, including: positioning and marketing; managing the investor due diligence process; and helping to negotiate definitive documentation with the buyer and its advisors

Outcome

- In January 2025, Everstone acquired a majority stake in Wingify

- The partnership with Everstone aims to enable Wingify to accelerate product innovation, enhance its marketing technology offerings, and expand its global market reach
- With a significant investment from Everstone, Wingify is well-positioned to further solidify its leadership in the SaaS space, particularly in North America and Europe, where it currently generates 90% of its revenue
- Co-founder Sparsh Gupta and the leadership team will retain a substantial equity stake, ensuring the continuation of Wingify's founder-driven vision and global expansion

“The DC Advisory team, under the leadership of Nitin and Nishant, worked relentlessly to ensure that our business found the ideal partner, all while maintaining a seamless and efficient process. From the outset, the DC Advisory team’s strategic insight and expertise were invaluable, guiding us through each stage with precision. They not only provided us with timely and thoughtful advice but also expertly managed a complex, high-pressure process, ensuring that every detail was handled with care.”

Paras Chopra
Founder & Chairman, Wingify

“The DC Advisory team, led by Nitin and Nishant, delivered exceptional guidance and support throughout our search for the ideal partner for our business. Their deep understanding of our industry and extensive network of relationships were instrumental in helping us achieve the best possible outcome. We are excited about the opportunities ahead and greatly appreciate the expertise and commitment demonstrated by the DC Advisory team during this entire process”

Sparsh Gupta
Co-Founder & CEO, Wingify

“The team at DC Advisory provided outstanding support and advice to all stakeholders throughout the process. Their unwavering

dedication, objective advice, and professionalism made the experience truly enjoyable. I would recommend DC Advisory and look forward to the opportunity to collaborate with them again in the future”

Sandeep Singh
Managing Director, Everstone

“We are genuinely honored and thrilled to have been involved in this significant transaction of consequence – advising on the landmark acquisition of an iconic bootstrapped Indian SaaS business by a prestigious Tier A financial sponsor. We extend our best wishes to the entire Wingify team as they embark on the next exciting chapter of their journey.”

Nitin Bhatia
Managing Director, DC Advisory

Disclaimer

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For important information regarding testimonials, please see our [disclaimer](#).