

DATE

October 21, 2014

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Richard Madden
CEO

DC Advisory advised Gorkana and Exponent Private Equity on the sale of Gorkana to Vocus / Cision



Gorkana is the market leader in global media intelligence. It connects brand owners and large organisations to critical information and insight to help them control and manage their reputation across all media, from The Times to Twitter.

DC Advisory (“DC”) was engaged by Gorkana and Exponent Private Equity to advise on Gorkana’s sale in May 2014.

DC ran a tailored process, leveraging its relationships across international trade and selected private equity bidders.

Following a rapid second phase of the sale process, Vocus / Cision, a US-based SaaS provider of PR software, acquired Gorkana.

Vocus / Cision were brought together in June 2014 through a merger backed by GTCR, the company’s US-based equity sponsor.

The acquisition of Gorkana holds key strategic value for Vocus / Cision, giving them a significant foothold in Europe, together with a high-quality global enterprise client base. The enlarged group is well placed to become the undisputed global provider of PR data, media intelligence and analysis.

The transaction completed on 21 October 2014.

We are delighted with the outcome achieved by DC and are excited to be part of a group that shares our ambition in the media intelligence space.

Jeremy Thompson

CEO of Gorkana

This transaction is a great example of the convergence between PR services, marketing services and marketing technology, a sector which DC Advisory knows very well.

Richard Madden
CEO of DC Advisory