

Case Study



agency:2 are an award winning social advertising technology business that helps leading brands harness the power of social media platforms to hyper target their audience and achieve the strongest return on investment for their marketing spend.



Why Jenson decided to invest?

The case for investment in agency:2 was pretty straightforward and simple. They were a successful, growing social media agency that wanted to invest in creating a technology platform, the Social Insight Engine ("SIE"), that would provide real intellectual property and a unique selling point for their business. The investment committee liked the sector, the opportunity to invest at an early stage in a potential sector changing tool working alongside a team that we believed could (and have) execute the strategy outlined.

What have been the benefits?

The benefits since investment have been significant. Creating the SIE has enabled the business to win increasing amounts of new business as clients recognise the advantage that agency:2 has over its competitors. This has been fundamental to the ongoing success of the business, has enabled the team to increase from 4 when Jenson invested to over 20 today and has radically increased the value of the business both currently and in the long term.

Further, the way in which management and the Jenson investment director team have worked together has been extremely positive in terms of exchanging ideas, thoughts and input at all stages of the journey. Board meetings are interesting, fun and informative and have provided significant input into the strategic development of the business with key changes in strategy which have proved to be extremely important.

What has happened since Jenson invested?

The business has gone from strength to strength. The Social Insight Engine (“SIE”) launched in 2015 and the business has doubled in size every year and by the end of 2016 had revenues of over £2m. The team continues to grow in size and scope and new client wins mean that the exponential growth looks set to continue in 2017.

The business has won a number of awards such as Deloitte Top 50 Fast Tech Growth Winner in 2016, Shorty Award 'Best Use of Facebook' Winner in 2017 as well as being nominated finalists in The Drum Social Buzz Award and CIM Award in the same period.

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