



SECTOR  
**Technology**

**Invested 2019**

## Timeline

- **2012** - Brainlabs founded
- **2016** - Wins Agency of the year award at the Masters of Marketing
- **2016** - Ranks first in Deloitte Tech Track Fast 50
- **2016** - Wins best Large PPC Agency in Europe at the European Search Awards
- **2017** - Named fastest growing UK company in Financial Times ranking (4th in Europe)
- **2017** - Ranks 10th fastest growing company in the UK in the Deloitte Fast 50
- **2017** - Ranks 12th in Sunday Times Tech Track 2017
- **2018** - Shortlisted for Campaign Agency of the Year Awards 2018
- **2018** - CEO named the Most Influential PPC Expert of 2018 in the world by PPC Hero
- **2019** - Livingbridge invests
- **2019** - Listed in The Times Top 50 Employers for Women 2019
- **2019** - Wins Best Large PPC Agency of the Year at the US Search Awards 2019
- **2020** - Acquires Distilled, a leading SEO agency

## Data-led marketing firm

Brainlabs provides a single solution marketing model bringing together technology, biddable agency services and consultancy. Notable clients include leading brands such as Formula1 and TUI.

Founded in 2012, the company has grown organically from one to 240 people in just seven years. It has also been placed 1st in Deloitte's Tech Track Fast 50, 5th in the Financial Times fastest growing companies in Europe, 5th in the Sunday Times Best Small Companies to Work For, and Master of Marketing Agency of the Year two years in a row.

CEO, Daniel Gilbert, left Google to set up Brainlabs in his parents' attic, having seen an opportunity to disrupt the marketing industry with an innovative, scientific approach. Since the original Livingbridge investment, Brainlabs has acquired Distilled, a leading SEO agency, and Hanapin, a US-based search marketing agency.

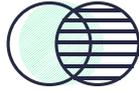
Operating from London and five offices in the US, they work as agency partners, strategic consultants and automation wizards, taking advantage of the hugely expanding performance marketing market, set to grow in the UK and US to £3.3bn by 2021.



*"I'm buzzing. We're going to hit the ground running and reunite creative and media with a full-service marketing agency built first and foremost around clients who want true partnerships, specialist expertise and market-leading growth. Our plan for the next five years is to build the biggest ..."*

**Daniel Gilbert**  
CEO, Brainlabs

## The right tools for growth



### M&A

We helped to map an acquisition pipeline and develop the M&A strategy to deliver investments in high-quality businesses operating in SEO, content, production, data and email.



### Talent

We have supported the founder, Daniel Gilbert, in building his senior team, introducing an interim CTO and CFO from our talent panel, and appointing a permanent CFO, chairman, COO and Global Managing Director.



*“Brainlabs is a remarkable agency and an example of a robust British business which has grown from the strong UK business ecosystem, with an exciting future ahead. Given the market background, it is businesses like this that will establish the UK as a leader in innovative industries. We are ...*

**Matt Upton**

Investment team, Livingbridge

### About Livingbridge

Livingbridge is a leading mid-market private equity firm investing in established fast growing businesses valued up to £300m, in four core sectors – consumer, healthcare and education, services, and technology.

Headquartered in London UK, with offices in the US and Australia, Livingbridge's international footprint, local knowledge and network has supported successful growth at more than 170 companies over the last 25 years, turning many into household names.

As of 31 December 2021, Livingbridge has £3.2 billion of assets under management.

London Birmingham Manchester Melbourne Boston



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