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INVESTMENT YEAR: 2019

SECTOR: Services

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 am also excited to welcome Livingbridge as new partners in our business. Having met most mid-market PE firms it was clear to me that Livingbridge stood apart in their understanding of our sector, their ambitions for our business, and their track record of success as a firm.

Daniel Gilbert
CEO, Brainlabs

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 delighted to be working with the team as they look to grow market share, both organically and through M&A.

Matt Upton

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 and best marketing agency in the UK. On a thirty-year view it's going to be the best marketing agency in the world.

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.

Deliver a mergers & acquisitions strategy →

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 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

2021 Acquires User Conversion, a conversion rate optimisation agency

2021 Acquires Google Marketing Partner agency MediaNet

2021 Acquires international Amazon agency Molzi

2021 Acquires Social Ad Creative Studio Consumer Acquisition

2021 Acquires Bengaluru-based Nabler

