

# Power Digital Acquires Digital Marketing Agency Sproutward



The latest acquisition by the growth marketing firm strengthens its proprietary technology stack and data and insights offering

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Power Digital, the leading tech-enabled growth marketing firm—today announces the acquisition of the marketing agency Sproutward, headquartered in Boston and Columbus. It is the fifth acquisition since 2019, bringing in 30 new team members to grow the organization's headcount to 580 strategic, consultative marketers, creatives, data scientists and technologists.

The leadership team at Sproutward has a wealth of experience working in marketing organizations. Prior to founding Sproutward, Kevin Biondi served as VP of Digital Marketing at Staples, while Anabela Perozek was the CMO of Shoes.com and the Head of Marketing for Staples.com. Third partner, Scott Zakrajsek, previously led digital analytics and optimization departments at adidas, Reebok and Shoes.com.

"Sproutward's growth mindset and culture are incredibly well-aligned with our core values," said Grayson Lafrenz, CEO of Power Digital. "Having worked on the brand-side, the leadership team deeply understands the mindset, challenges and needs of today's sharp business and marketing leaders."

Sproutward is a marketing consultancy that focuses on clients who are in the midst of a digital transformation, blending creativity with robust analytics. Their work is backed by a proprietary platform integrating data across systems to create a single customer-facing view of revenue, marketing spend and business. Sproutward's platform will be integrated into Power Digital's technology, nova, to realize a data science offering designed to guide marketing investments for revenue growth.

"Being data-driven and technology-enabled is in the DNA of both of our companies. By joining forces, we will expand offerings to better serve our brand clients across the board," said Kevin Biondi, Co-Founder at Sproutward.

Through this acquisition, Sproutward's advertiser clients will gain access to a range of new marketing services offered by Power Digital, including TikTok, creative, content, influencer, performance PR and more.

Power Digital continues to grow rapidly and was recently ranked in Inc. 5000's list for companies winning in a challenging and unpredictable global landscape--seeing 95% team retention and a

91% client retention rate. Power Digital was also named one of Adweek's Fastest Growing Companies in 2022, as well Ad Age Best Places to Work in 2023.

Potomac Business Capital acted as financial advisor to Sproutward in the acquisition.

### **About Power Digital:**

Power Digital is a tech-enabled growth firm--at the intersection of marketing, consulting & data intelligence--igniting revenue and brand recognition for leading and emerging companies around the world.

At the heart is proprietary technology, nova, which analyzes businesses through first-party data, simplifying investment planning for marketing and diligence in M&A--putting marketers in a strategic seat at the table--and providing value in unparalleled ways.

Managing billions in media, Power Digital's dynamic team--of consultative marketers, creatives, analysts and technologists--challenges traditional ways of planning and measurement through meticulous testing and data science across each milestone of the customer journey. Discover more at [PowerDigital.com](https://PowerDigital.com).

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## Company Website

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