



## **MARKET RELEASE**

**13 June 2017**

### **Spark New Zealand acquires marketing automation provider Ubiquity as part of growth strategy for Qrious**

#### **Addition of end-to-end marketing automation expertise of Ubiquity complements the big data analytics software capabilities of Qrious**

Spark New Zealand has today announced that it has signed a conditional agreement to acquire marketing automation provider Ubiquity in a move that will blend the considerable marketing software strengths of Ubiquity together with the powerful smarts of Spark's big data and analytics software business Qrious.

Spark Managing Director Simon Moutter said, "We've been increasingly confident about our emerging leadership in analytics and the potential of Qrious and we're backing that confidence by investing in the next stage of its growth.

"We believe combining the powerful analytics capabilities of Qrious with the marketing solutions of Ubiquity and expanding Qrious into the data-driven marketing sector will unleash even more value for New Zealand businesses. The move makes a lot of sense and is consistent with our strategy to invest selectively where we see opportunities."

The combined entity will see Ubiquity's agency campaign services and its proprietary Marketing Automation platform, 'Engage', be enriched over time by Qrious' rich geo-data and analytics capabilities to offer even more valuable marketing services.

Qrious CEO David Leach says this is an exciting step that brings together the complementary skills and interests of both Qrious and Ubiquity, and will enable the move into data-powered marketing to gain scale and critical mass significantly quicker than if Qrious was to develop this software capability on its own.

"Qrious has set its sights on becoming the full-service data analytics partner of choice for all New Zealand businesses. Our first phase of growth to date has demonstrated that leveraging big data for advanced analytics and insights delivers significant customer benefit for New Zealand businesses, government and communities. This is a fast moving space with a lot of unrealised potential.



“With momentum and market performance rapidly building, we are now entering the next phase of our growth. Ubiquity is a mature and well-respected player in the local marketing industry with a large, stable base of blue-chip customers. Bringing the two businesses together supports the ambitious growth aspirations of both companies and offers a great digital solution for the rapidly evolving marketing environment.”

Ubiquity Nathalie Morris says, “This is the right time for Ubiquity to join forces with Qrious. Our existing client base have been asking for deeper analytical expertise and this gives us the ability to serve our customers even better. Building Qrious’s advanced analytics and platform expertise into the Ubiquity platform is a natural next step that will meet the changing needs of a rapidly evolving industry.”

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Notes to editors

#### ABOUT QRIOUS

Qrious is a big data and analytics software business, passionate about leveraging the power of data, enabling customers to grow in intelligence and thrive. Qrious is owned by Spark NZ and offers a range of products and consulting services including Data Powered Marketing, Location Apps, Data Platform, Business Intelligence & Data Warehousing, and Advanced Analytics. [www.qrious.co.nz](http://www.qrious.co.nz)

#### ABOUT UBIQUITY

Ubiquity is for marketers who need to communicate with their customers in a more relevant way across multiple channels using the power of data and marketing automation. Ubiquity is NZ’s only marketing automation provider that delivers complete end-to-end solutions - with both a software platform and in-house specialists that support clients with the expertise to drive superior data-driven marketing results. [www.ubiquity.co.nz](http://www.ubiquity.co.nz)



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