



## **Wire Stone Acquires Tenthwave Digital**

*Deal expands Wire Stone's customer experience marketing capabilities*

**San Francisco, CA – June 1, 2016 - [Wire Stone](#)**, a top-25 independent digital marketing agency, has acquired [Tenthwave Digital](#), a New York City agency. The acquisition expands Wire Stone's national footprint to include the East Coast, and adds approximately 60 employees to its 200-person roster of integrated marketing specialists.

"Adding Tenthwave to the Wire Stone family strengthens our offering in customer experience marketing," said Wire Stone CEO Dan Lynch. "The Fortune-1000 brands we serve are facing unprecedented challenges as digital business reshapes customer expectations. Tenthwave's complementary mix of strategy, technical and creative resources is a perfect match for Wire Stone." Terms of the acquisition were not disclosed.

Founded in 2011, Tenthwave is a full-service digital agency with market-leading expertise in promotions. Tenthwave excels in Consumer campaigns, Lynch said, a complement to Wire Stone's strength in B2B marketing. Tenthwave has earned industry acclaim for its work with PayPal, eBay, Time Warner, Duncan Hines, Facebook and Google.

"Our B2B clients are facing the same challenges as B2C—they're climbing a massive maturity curve when it comes to consistently delivering winning customer experiences," Lynch said. "To deliver singular customer experiences, you've got to have a single view of your customer."

Lynch said Wire Stone will continue to identify acquisitions that bring together strategy, technical and creative expertise required to deliver a 360-degree view of customers. "Our clients understand the importance of having a lead agency with the technical expertise to unify their marketing stack, a strategic vision for customer experience, and the creative chops to stop people in their tracks."

"Wire Stone is a great fit for our people and our clients," said Tenthwave's Managing Partner, Drew Rayman. "At an increased pace, Tenthwave was being asked to solve larger business challenges to help our clients transform their business. By joining Wire Stone, our broader and deeper suite of services will enable us to help our clients learn more about their customers, and deliver smarter, more targeted marketing. Wire Stone understands that in digital, it's about delivering world-class experiences at the perfect place and at the perfect time."

### ***About Wire Stone***

*A leading independent digital marketing agency founded in 2000, Wire Stone is the trusted partner of global Fortune 1000 brands—including Hewlett-Packard, Hewlett-Packard Enterprise, Microsoft, Intel, Boeing and Motorola. By transforming observation into insight, data into decisions, and ideas into action, Wire Stone's strategy, creative and technical services propel the world's biggest brands. Learn more about Wire Stone at [www.wirestone.com](http://www.wirestone.com).*

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