

Launch of TRKKN UK Marks Latest Milestone in Global Expansion of OMG's Analytics and Cloud Consultancy

TRKKN's offer to UK marketers: industry-leading Google Marketing and Google Cloud expertise, delivered within a flexible service model

London, UK (February 14, 2023) - [Omnicom Media Group](#) (OMG), the media services division of [Omnicom Group Inc.](#) (NYSE: [OMC](#)), has launched its [TRKKN](#) digital analytics and cloud consultancy in the UK, marking the latest milestone in a global expansion that has seen the TRKKN footprint grow from five EMEA countries (Austria, Germany, Spain, Sweden and Switzerland) to 13 markets across APAC, EMEA and North America with the addition of the US, Australia, Denmark, Portugal and now the UK over the past seven months.

Founded in Germany in 2008, TRKKN was one of the leading Google Marketing Platform (GMP) and Google Cloud Platform (GCP) partners in Europe when it was acquired by OMG in 2015. Under OMG's leadership, the TRKKN offer expanded from Google re-seller to encompass a wide range of services to help clients manage their Google marketing & cloud stack, including digital analytics, ad tech,

conversion optimization, advanced analytics & AI, cloud engineering, training and support, advanced builds and full strategy planning across Google products – all delivered within a service model that offers greater flexibility for advertisers in the age of in-housed or hybrid media operations.

[A recent survey](#) of more than 300 CMOs conducted by leading research and consultancy firm Gartner, Inc. revealed that marketers utilize just 42 percent of their martech capabilities. At the same time, the number of marketers who are moving certain elements of their digital marketing efforts in house increases every year. The combination of these dynamics provided the impetus for taking TRKKN global in June 2022 and has fuelled a rapid path to traction in expansion markets.



Google Marketing Platform
Sales Partner



Google Cloud
Partner

“Digital transformation is an ongoing priority for marketers and for many, the opportunity to capitalise on the scale and scope of the Google stack to drive better results is a key part of that journey,” says Dan Clays, CEO Omnicom Media Group UK. “In this environment, marketer and agency operating models are also rapidly evolving, from agile service solutions supporting in-house teams to always-on agency models. This has presented the perfect moment to bring TRKKN to the UK market – to further accelerate digital transformation for marketers and specifically to help capitalise on the scale and scope of the Google stack, in a way that is compatible for their business.”

Adds Google Managing Director, Agencies, Partners and Creative UKI Matt Bush, “TRKKN has been one of our leading Google Marketing Platform (GMP) and Google Cloud Platform (GCP) partners for over 10 years – consistently helping brands get the most out of the Google technology stack. With this UK launch we are looking forward to collaborating further with TRKKN helping brands achieve their digital maturity ambitions.”

TRKKN UK - which like all TRKKN consultancies will maintain its status as an

independent provider within OMG – goes live on February 9th under the leadership of Chris Swarbrick, who takes on the role of Head of TRKKN UK following a decade with OMG UK, most recently serving as Managing Partner, Ad Tech Strategy. Summing up the opportunity that TRKKN offers UK marketers, Swarbrick says, “At the heart of the TRKKN offer is a simple promise: helping brands use technology to build deeper consumer connections. As Head of TRKKN UK, my priority will be assuring the talent and technology needed to deliver on this promise for every client, every day, to grow their businesses.”

Worldwide ad spend across Google platforms reached £170.8 billion (\$209.5 billion US) in 2022.



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Sales Partner



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About Omnicom Media Group

[Omnicom Media Group](#) (OMG) is the media services division of [Omnicom Group Inc.](#) (NYSE: [OMC](#)), a leading global marketing and corporate communications company, providing services to more than 5,000 clients in more than 70 countries. Omnicom Media Group includes full-service media agencies [OMD](#), [PHD](#) and [Hearts & Science](#) as well as the [Annalect](#) data and analytics division that develops and manages [Omni](#), the open operating system that orchestrates better outcomes for clients across all Omnicom agencies.

About TRKKN

[TRKKN](#) is one of the leading cloud and marketing technology partners and full-service providers for data-driven marketing across the fields of digital analytics, conversion optimization, advanced analytics & AI, ad tech, cloud engineering and tech & data strategy. As a certified partner and reseller of all Google Marketing Platform products as well as the Google Cloud, TRKKN advises and supports well-known national and international customers in the development and implementation of a data and marketing strategy around the Google.

