

Omnicom Media Group takes its Trakken Analytics and Cloud consultancy global

Leading Google Marketing Platform Partner Expands to APAC, the Middle East, and North America to Meet Growing Client Need Trakken becomes TRKKN

New York, NY (June 24 ,2022) - Omnicom Media Group (OMG), the media services division of Omnicom Group Inc (NYSE: OMC) today announced it is expanding Trakken - its digital analytics ad technology and cloud consultancy that is one of the largest Google Marketing Platform sales partners across the European market - to APAC, the Middle East and North America, and rebranding the expanded organization as TRKKN.

Headquartered in Germany, and with operations in seven cities across five countries, TRKKN was founded in 2008 by former Google employees, and was acquired by Omnicom Media Group in 2015. Under OMG's ownership, the TRKKN offer has expanded from Google re-seller to also include a wide range of services to help clients manage their Google marketing & cloud stack, including Business Transformation, Analytics, AdTech, Consumer Experience, Data Science & AI and Google Cloud Strategy and Engineering—all delivered within a service model that offers greater flexibility for advertisers in the age of in-housed or hybrid media operations.

“This expansion reflects two concurrent trajectories in today's global marketplace - the expanding scope and scale of brands' relationship with Google, and the changing shape of agency/client engagement,” says Omnicom Media Group CEO Florian Adamski, who oversaw the acquisition of what was then Trakken during his tenure as CEO of OMG Germany. “At a time when clients need more help than ever

in managing their Google marketing stacks, more clients are in-housing or adopting hybrid media solutions for greater independence. Our challenge is to solve for both realities – and that means assuring global best practices that enable GMP & GCP efficiency and effectiveness, as well as making these solutions accessible in the context of today's more fluid agency/client relationship. Taking TRKKN global – while maintaining its status as an independent provider within the OMG parent company - meets this challenge, allowing us to engage outside of the traditional AOR model to help clients leverage Google technology to drive better business results.”

According to Adamski, TRKKN's current five-country footprint (Austria, Germany, Spain, Sweden and Switzerland) will grow to 14 countries, adding operations in Australia, Denmark, New Zealand, Netherlands, Portugal, Singapore, Turkey, UK, UAE and USA over the next eight weeks. A second wave of expansion is planned for the following three-to-six months, and is expected to include additional markets in Asia, EMEA and LATAM.

Adamski has tapped OMG Germany CEO Paul Remitz, who has incubated and grown TRKKN in EMEA, to oversee the launch of the global roll-out. Says Remitz, “At the heart of the TRKKN offer is a simple promise: helping brands use technology to build deeper consumer connections.

As we take TRKKN global, my priority is finding regional leaders who knowhow to deliver on that promise.”

To that end, OMG has named former Jellyfish EVP, Global Programmatic Media and Technology, Mario Schiappacasse as president of TRKKN North America – the first in a series of regional leadership appointments to come. During his tenure with Jellyfish, Schiappacasse helped leading brands across multiple categories – from e-Commerce to CPG to entertainment and gaming - leverage their GMP and GCP relationships to drive growth. His extensive background in digital strategy and ad tech consulting, combined with a proven track record of improving performance and efficiency for the world’s best-known brands, is singularly aligned to the TRKKN mission, model and expansion mandate.

Describing his new role, Schiappacasse says. “When it comes to managing their platform relationships, clients are looking for two things: clarity and definitive value. As president of TRKKN North America, my priority will be providing the first and assuring the second.” Schiappacasse’s appointment is effective immediately.

TRKKN Managing Director Max Deitmer will oversee the EMEA region, regional leaders for APAC and the Middle East are expected to be named in Q3.

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 developed and manages Omni, the open architecture operating system underpinning all Omnicom agencies.

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