

## Making Science acquires Ad-machina as part of its technology innovation plan

- *Ad-machina is a digital marketing company with revolutionary technology for the creation of advanced SEM campaigns based in Mallorca.*
- *The transaction is part of Making Science's national and international growth process.*

**Madrid, September 3rd 2021** - Making Science, a technology and digital marketing consultancy specialising in e-commerce and digital transformation, has acquired the Mallorcan company Agua3 Growth Engines, owner of the adtech technology platform [Ad-machina](#). With this acquisition, the consultancy firm adds to its product portfolio a search engine campaign optimisation platform based on natural language generation for the creation of advanced SEM (Search Engine Marketing) campaigns.

This revolutionary technology becomes a perfect accelerator for Making Science as it is a scalable platform that achieves improvements of more than 30% in the performance of large clients' campaigns. The Ad-machina platform, together with Making Science's artificial intelligence-based Gauss AI platform, enables the consultancy firm to offer its clients a unique technology solution in the market.

The deal is part of Making Science's ongoing growth strategy, which includes both international and domestic transactions. In the case of Ad-machina, this acquisition will allow the company to diversify its presence in Spain and highlights the company's commitment to investing in the talent and opportunities offered by the domestic market. Ad-machina, based in Palma de Mallorca, has experienced remarkable growth throughout its three-year history. It now has a strong client portfolio and an expert team specializing in performance marketing technologies. For Making Science, this is the seventh global acquisition since its IPO.

José Antonio Martínez Aguilar, CEO of Making Science, said: *"We are very excited about the acquisition of the Ad-machina platform and the entire Agua3 team. It is a company that has demonstrated with its business model the potential of technology and marketing, and that has a very specialised team, fully aligned with Making Science's value proposition. In addition, we have invested in technology at a national level, betting on our economy, in which there are many companies of enormous value and with a capacity for technological innovation. The Ad-machina platform will allow us to strengthen our technological value proposition and accelerate our national and international growth"*.

For Eduardo Sarciat, CEO of Ad-machina, *"This transaction will allow us to access Making Science's extensive big data expertise and a team of experts in the field and thus provide our clients with a unique offering in the market. We are delighted to be part of Making Science's unprecedented growth project."*

With this operation, Making Science consolidates its presence in Spain, where it has a team that has grown by 240% in the last two years. The company, which specialises in the development of services related to e-commerce and digital marketing, has created innovative tools to support the digital transformation of businesses.

### **Optimisation in Search, thanks to Gauss AI**

The acquisition will allow Making Science to offer a unique search strategy in the market, thanks to the combination of its flagship tool Gauss AI and Ad-machina's services. Gauss AI is a product capable of activating data through Artificial Intelligence and designed to provide solutions in the digital marketing and sales environment. In this sense, the platform allows to know groups of users with homogeneous behaviours and similar characteristics to help the user to correctly define their prospecting strategy.

Its ability to optimise campaigns through Machine Learning allows advertisers to have complete control of all their campaigns, while reducing risks through predictions such as the probability of conversion or the lifetime value of a user, generating intelligent audiences that can be activated from any Google Marketing Platform product.

This tool is activated in a matter of 1 or 2 weeks, and connects to GMP, which allows it to directly collect data from both advertising platforms and Analytics 360, where it also saves the smart audiences that will later be activated in each of the GMP platforms: Search Ads 360, Display and Video 360, Optimize 360, etc.

### **About Making Science**

Making Science is a technology and digital marketing consultancy specialising in e-commerce and digital transformation. Its business model responds to the growing need for companies to digitise their entire value chain, particularly in the marketing area. The markets in which Making Science operates are digital advertising, data analytics, e-commerce, cloud analytics, e-commerce, and cloud, all of which have high growth rates.

The Making Science Group currently employs more than 500 people and has a presence and technological development in Spain, Portugal, Mexico, Colombia, France, Italy, United Kingdom, Ireland, and the United States. The company has been chosen SME of the Year 2019 by the Madrid Chamber of Commerce and has recently received the C.R.E.C.E. (Rapidly Expanding Company with Exponential Growth) award from the consultancy firm Ernst and Young as part of the Entrepreneur of the Year Awards. It has also obtained the 71st position in the FT1000: Europe's Fastest-Growing Companies 2021 ranking, prepared by the Financial Times, positioning itself as the first fastest-growing European company in the marketing and sales sector. Making Science has also joined the Pledge1% initiative, supporting non-profit organizations in our community with a commitment that will have a major impact in the future