



ShowHeroes Group acquires Agon Digital, creates full-funnel marketing platform for European clients

Berlin, June 14th, 2022 – [ShowHeroes Group](#), the global leader in digital video content, tech, and advertising solutions, has taken full ownership of Italy-based performance marketing agency [Agon Digital](#), as part of a major expansion of its services across European markets.

Bringing together two industry leaders, the move means ShowHeroes Group can combine its stronghold in premium video content and advertising with a full suite of performance marketing tools. The result is a unique, full-funnel model that can support clients from brand building to lead generation and sales, utilizing the group's in-house solutions that range from creative- and video production capacities, to innovative targeting solutions and ad formats.

"As we continue to grow our presence across Europe, Agon Digital is the feather in our cap that we need," says Bastian Döring, Vice President Global Sales. "Agon Digital's consideration and conversion tools span multichannel campaign management,

shoppable ads, 360° media mix planning and more. They are designed as lower and mid-funnel marketing solutions to complement ShowHeroes' upper-funnel brand awareness focus. It's the perfect match for our existing strengths, offering clients a full-funnel strategy that carries within it a powerhouse of services."

Agon Digital will now become the performance division of ShowHeroes Group, providing integrated multichannel digital advertising with a focus on performance-based activities. The division will be headed up by Performance Media Team Lead, Stefania Manfredi, and International Business Development Manager, Gaia Gherardi – who between them have over 20 years of experience in digital marketing innovation, including at the global network Tradedoubler.

"We're so excited to support ShowHeroes' clients with Agon Digital's unique set of performance marketing tools," says Stefania Manfredi. "ShowHeroes Group is the perfect platform to launch our services globally as part of an integrated solution. Whether clients want to generate leads, drive traffic to their online properties or grow their revenues even further, ShowHeroes Group is flying the flag for next-gen marketing with a full gamut of digital specialties, including creative consulting by our team of experts."

Agon Digital was born as a joint venture between digital ad tech company Metup and content monetization platform Viralize, founded in Florence, Italy, in 2019. Viralize was previously acquired by ShowHeroes in November 2020, before the company unveiled its umbrella brand, ShowHeroes Group, the following month – as a home for its newly expanded business sectors.

This latest, all-shares acquisition means Agon Digital will now be available as an integrated part of ShowHeroes Group's presence in Germany, France, Italy, Spain, the Netherlands and Austria.

About ShowHeroes Group

ShowHeroes Group is a leading global, independent provider of video solutions for digital publishers and advertisers. The company was founded by Ilhan Zengin, Mario

Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin and employs more than 350 people worldwide in 28 strategic hubs throughout Europe, the Nordics, LATAM, and the US.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021. More information on [showheroes-group.com](https://www.showheroes-group.com).