

## Press release Merkle – a dentsu company

Road to the top

### **Merkle climbs to third place in the LSA ranking**

**Zurich, 14. November 2022 - Merkle takes third place in the current ranking of Leading Swiss Agencies (LSA). The leap from 10th place in the previous year underpins the fact that the Swiss location of [Merkle – a dentsu company](#) is successfully playing in the top league of the agency landscape.**

The current ranking of Leading Swiss Agencies for 2022 shows: Merkle Switzerland AG is well on its way to becoming one of the leading agencies in Switzerland. In the ranking, it takes third place in the 25 - 30 million BBE category (gross operating income / Swiss francs). Only Farmer Consulting and Publicis Communications (30 - 40 million BBE category) have higher revenues. The rise of the data-driven full-service agency for customer experience management (CMX) compared to 2021 underscores that the merger of Namics and Isobar Switzerland and subsequent realignment to become a data-driven digital agency, came at the right time.

The LSA ranking of the Swiss trade association Leading Swiss Agencies makes the profitability of member companies transparent every year. The evaluation is based on the gross operating revenues (GOS) achieved by the member agencies in the respective fiscal year. For the year 2021, the cumulative earnings of the 97 LSA agencies amount to 628 million euros (618 million Swiss francs). Despite the crisis, growth of eleven percent was achieved compared to the previous year.

*„Last year, we focused on uniting the best of both worlds - that of Namics and that of Isobar,"* **says Mark Burow, Head of CXM Solutions at Merkle.** *"The focus on working as a full-service agency for customer experience transformation and the expansion of our Swiss locations supported our success even during the crisis. The fact that we now take third place in the LSA ranking is well-deserved and shows that we can be twice as proud: of our good work as well as of a successful 2021."*

Merkle was established in 2020 from the merger of Namics and Isobar Switzerland and Austria. The merger created a unique range of transformation consulting services on the market. The agency delivers offerings in customer experience transformation, digital consulting and technology implementation. *"We are confident that we can even improve the good result we achieved in the merger year even further in the coming year,"* **says Burow.** *"Already now we are recording extremely positive prospects."*

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**Picture material:**



*Mark Burow, Head of CXM Solutions at Merkle – a dentsu company (Source: Merkle)*



## **About Merkle**

Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 15,000+ employees worldwide and 1,500 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The merger of Namics and Isobar Switzerland and Austria creates a leading player in the DACH region in the field of customer experience management, data-driven creativity and marketing technology. Merkle has offices in Switzerland, Germany and Austria, as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined the dentsu network and has since become the largest brand within the group. For more information visit us at <http://www.merkleinc.ch> and follow us on [LinkedIn](#).

## **About dentsu**

Part of dentsu, dentsu international is made up of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsu creative, Merkle, and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. In the DACH region, dentsu and its agencies offer the complete value chain of marketing services and are present in 18 locations with a team of more than 3,000 employees. [www.dentsu.com](http://www.dentsu.com)