



Tribe Dynamics to acquire eBench Limited

San Francisco, California – JUNE 24, 2019. For Immediate Release.



Today, Tribe Dynamics announced the acquisition of eBench Limited, a London-based social analytics company.

Conor Begley, President and co-founder of Tribe Dynamics, described the acquisition as a natural opportunity to enhance the company's current capabilities and coverage. Praising eBench, Begley stated, "eBench is a strong fit with our product and vision—in fact, the idea for this acquisition first came from one of our customers."

Derek Hill, Founder of eBench, commented, "This feels like coming home. Tribe Dynamics is the market leader in earned media. We're looking forward to using our combined data to better understand what's working for brands in today's rapidly changing social media landscape, and taking our insights to an increasingly global audience."

The acquisition will further strengthen Tribe Dynamics' suite of influencer marketing solutions, which help brands track, manage, and measure scaled influencer marketing programs. Moreover, eBench's proven track record working with global companies will help fortify Tribe Dynamics' data quality and client services as it continues to refine its 14 (and counting) international influencer panels, build out its London office, and explore additional opportunities in EMEA markets.

Tribe Dynamics and eBench are grounded in their complementary origins: Tribe Dynamics began as an influencer CRM platform and has grown into the market leader for the measurement of earned media, while eBench started by giving global brands a strategic overview of social performance. As Tribe Dynamics and eBench ally themselves now, both look forward to a stronger future for Tribe Dynamics' clients.

Terms of the acquisition were not disclosed.

About Tribe Tribe Dynamics is a software company that helps beauty, fashion, and lifestyle brands drive and measure high-impact digital earned media at scale. Earned Media Value (EMV) is Tribe Dynamics' proprietary metric for measuring the online engagement of influencer content. The company was founded in San Francisco in 2012.
www.tribedynamics.com

About eBench eBench was founded in London in 2013. eBench furnishes clients with a suite of strategy, insights and reporting products across owned and earned media.
www.eBench.com.

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