

# Making Science enters the US market with the acquisition of 360 Conversion Analytics

- *Making Science enters the US market for the first time, further expanding its international reach with the acquisition of 360 Conversion Analytics which closed the 2019 financial year with a turnover of 3.7MUSD and boasts clients such as Royal Caribbean and Celebrity Cruises.*
- *The acquisition strengthens the company's position as experts in data and technology and brings it closer towards the goal of being present in the twenty most important digital advertising markets within five years*

**New York, 15th April 2021** - [Making Science](#), a European technology and adtech company specialising in ecommerce and digital transformation, has further expanded its international reach by entering the US market with the acquisition of [360 Conversion Analytics](#) (previously branded as Multiplica US).

With the acquisition of 360 Conversion Analytics, Making Science incorporates 25 consultants in the US market in Florida, New York and San Francisco and will benefit from the company's expertise in data and technology solutions development. It will also widen its partners base with companies such as Monetate, Dynamic Yield and Content Square. Making Science will be in a position to complement its portfolio of data services and CRO (conversion rate) strategy through the expertise of 360 Conversion Analytics in the field of digital experience.

The acquisition is part of the company's continued international expansion and strengthens its global position as experts in data and technology. The announcement comes after recent expansion to the UK with the acquisition of Nara Media, to Italy with the acquisition of Omniaweb, and to France with the acquisition of Celsius.

Commenting on the announcement, **José Antonio Martínez Aguilar, CEO of Making Science**, said: "The United States is a key strategic market for Making Science and is the largest market in the world when it comes to digital marketing and innovation in technology. Our Gauss AI platform technology, that leverages the power of advertising platforms such as Google Marketing Platform and Facebook Platform has proven its value to big advertisers and we want to launch it and accelerate its growth in the US".

Nicolas Visiers Würth, founder and CEO of 360 Conversion Analytics, added: "we are very pleased to announce that 360 Conversion Analytics has become part of Making Science. This transforms us into a global company that is able to offer our bespoke services to other leading markets. Data activation is one of the fundamental pillars of the company to optimize our clients' campaigns and we believe that Making Science is the ideal partner for this".

Making Science is listed in Euronext Paris and BME Growth in Madrid, since February 2020 and has more than 400 professionals and digital experts with international experience. The company offers a bespoke service to clients and has a strong legacy of innovation, acting as a leader in the development of technological solutions.

## 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 digitize their entire value chain, particularly in the area of marketing. The markets in which Making Science operates are digital advertising, data analytics, e-commerce and cloud, all of them with high growth rates.

Making Science is a listed company in Euronext and its Market Capitalization exceeds 200MUSD and is present in the UK, France, Italy, Portugal, Spain, Ireland, Mexico and Colombia.

In 2021, the company is Europe's fastest growing company in the marketing and sales sector and was ranked 71st in the FT1000: Europe's Fastest Growing Companies by the Financial Times.

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