

## Making Science continues its international growth with the acquisition of digital agency ELLIOT, to expand its marketing operations management centers

- *The company has closed the acquisition of digital marketing agency ELLIOT and, as part of its growth strategy, is adding 30 new specialized professionals with expert capabilities in the digital sector*
- *The new acquisition will bring over half a million dollars of additional gross margin in 2022*

**Madrid, January 28, 2022** – Today, Making Science announced the acquisition of [ELLIOT](#), the leading digital marketing agency in Georgia, with the aim of expanding its outsourcing capabilities in marketing operations with a new service center. The company already has a relevant position in the Georgian market.

The operation is part of the expansion process that the company has been carrying out since 2020, both nationally and internationally. It is the company's first corporate acquisition of the year, after seven such operations were carried out in 2021 as part of its organic growth strategy. In financial terms, ELLIOT is expected to generate revenues of over half a million dollars in 2022 and contribute to the company's EBITDA, thus generating a positive impact on the accounts from the first year of integration.

Likewise, with this acquisition, Making Science continues its commitment to consolidate a highly specialized workforce with the incorporation of 30 new digital marketing professionals in a market in which there is a huge demand for talent and numerous difficulties to meet it. Thus, with the ELLIOT acquisition, Making Science integrates experts into its global team with high capabilities in different areas of the digital field, such as campaign tagging, creativity, digital marketing, data configuration, and campaign optimization, among others.

Jose Antonio Martinez Aguilar, CEO of Making Science, says: "We start the year with the same determination with which we closed 2021, betting on digital talent, diversification, and expansion to take another step forward in our business strategy. We are convinced that the acquisition of ELLIOT will strengthen our marketing operations outsourcing capabilities by increasing our global service centers."

### About Making Science

Making Science is a technology and digital marketing consultancy specializing 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 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 800 people and has a presence and technological development in Spain, Portugal, Mexico, Colombia, France, Italy, United Kingdom, Ireland, Georgia, and the United States.



**Making Science**

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