Loyalty Expert, n°1 independent marketing agency in Rhône-Alpes, takes control of the company Inovaction

Aurignac Finance assists an innovative BtoB marketing player in its strategy for external growth

Aurignac Finance supported Loyalty Expert, a BtoB customer marketing agency, with the acquisition of Inovaction, a specialist in digital mobile applications

Aurignac Finance assisted Loyalty Expert in the acquisition of the company Inovaction.

With this acquisition, Loyalty Expert strengthens its activity in the digital and mobility sector. Created in 2010, Innovaction develops mobile applications and solutions for professionals. Its clients are large corporations. Founded by qualified engineers, Inovaction has at its disposal a high technical expertise and a perfect control of the innovative technologies in the sector. Located in Lyon, the company includes over eight employees specialised in the mobility sector. Commercial and business synergies with Loyalty Expert are immediate.

Loyalty Expert is an independent and completely integrated agency, which offers a new and unique approach: Distinctive Marketing, entirely customised and orientated towards the client. The agency develops structures, and deploys strategies, marketing and entirely individualised commercial plans, whilst helping with marketing, data and ultra-personalised technology synergies. Established 10 years ago, Loyalty Expert is ranked in the top 20 French marketing agencies and includes more than 100 employees, with expected consolidated sales of €22m in 2014.

Aurignac Finance assisted Loyalty Expert with all the stages of the acquisition process: from the screening and the targeting up until the exclusive negotiation and the valuation of Inovaction.

Supported by Bpifrance and Aurignac Finance, Loyalty Expert follows with this second acquisition its strong development and looks forward to becoming an indispensable French player in the BtoB market.

Aurignac Finance

works for SME shareholders for disposals, acquisitions or equity investments and for large French and foreign corporations in their research for strategic acquisitions, diversifications or carve-outs.

On the sell-side, Aurignac Finance's clients are independent shareholders, institutional investors or large groups looking to sell their non-strategic activities.

On the buy-side, clients are large corporation or mid-sized groups from the industrial and services sectors, just as foreign operators.

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