

KnowledgeBase Marketing Acquires Fortelligent in the US
23 March 2005

WPP announces that its operating company KnowledgeBase Marketing, part of the Wunderman group and a leading provider of direct marketing services, has acquired the business and assets of Fortelligent, a developer of advanced mathematical and statistical techniques that accurately predict consumer behaviour.

Founded in 2001, Boston-based Fortelligent employs 17 people. The company provides its clients with a powerful analytical software platform, which is offered as a service. It automates the difficult steps in the modelling process and solves the chronic problems that often limit the accuracy of traditional predictive analytics focused on customer behaviour.

Fortelligent reported revenues of \$4.6 million for the year ended 31 December 2004 and had net assets of \$1 million at closing.

The acquisition of Fortelligent continues WPP's strategy of expanding its networks in faster-growing functional areas.