

# Aqua acquires marketing technology business, Applogix

Aqua, a full-service digital agency, has announced that it has acquired Applogix, a marketing and ecommerce technology company in South Africa.



## Strategic move

"The acquisition of Applogix is a strategic move that demonstrates our commitment to providing our clients with a fully-integrated digital service," says Brent Shahim, CEO of

Aqua. "Applogix is the leader in the South African marketing technology space. It gives us

the ability to bring clients powerful strategic and technological solutions at a level that other agencies cannot provide. It also allows us to move beyond digital as just being a marketing channel, to one that is also a commerce channel and can disrupt how our clients do business. Our combined ability to understand business, strategy and process gives us a huge competitive edge."

Applogix was founded in 2005 and employs around 20 people in Johannesburg. The agency specialises in web and mobile application build, front-end development, ecommerce, CRM, process automation through workflow systems and user experience design. Clients include MTN, Standard Bank and Shell.

## Leading-edge technology

The acquisition strengthens Aqua's ability to provide clients with leading-edge, technical solutions, especially in the rapidly developing mobile and ecommerce space. At the same time, it provides Applogix with access to Aqua's blue-chip client base, which includes the likes of MultiChoice, Ford, MTN, Coca-Cola and Standard Bank.

WPP, Aqua's holding company, has a strategy of developing its services in fast-growing and important markets and sectors, and strengthening its capabilities in digital media.

"Having co-founded Applogix nearly 10 years ago, I am very proud that it has now become part of the Aqua and WPP family," said Christian Mouton, MD of Applogix. "This acquisition is the best demonstration of their faith in our work and our business. We are all extremely excited to take our combined offering to the next level."

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