

NEWS RELEASES

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# Husch Blackwell Advises Tagger Media in Sale to Sprout Social

Husch Blackwell represented Tagger Media, Inc., a leading influencer marketing and social intelligence platform, in its sale to Sprout Social, Inc. in a transaction that closed August 2, 2023.

Tagger Media was founded in 2015 to develop a leading influencer marketing platform, featuring a unified SaaS solution that enables the world's largest brands and agencies to discover influencers, plan and manage campaigns, analyze competitor strategies, report on trends, and measure results.

The Husch Blackwell team was led by Ed Wilson and included Yuefan Wang, Lindy Martinez, Molly Hobbs, and Jason Reschly.

Cooley LLP represented Sprout Social as buyer's counsel.