

THOUGHT LEADERSHIP

NEWS RELEASES

PUBLISHED: AUGUST 3, 2023

ServiceMergers &
Acquisitions**Professionals**

EDWARD V. WILSON

KANSAS CITY:
816.983.8371EDWARD.WILSON@
HUSCHBLACKWELL.COM

YUEFAN WANG

DENVER:
303.749.7200YUEFAN.WANG@
HUSCHBLACKWELL.COM

LINDY MARTINEZ

DENVER:
303.749.7213
LINDY.MARTINEZ@
HUSCHBLACKWELL.COM

MOLLY CALLENDER

HOBBS
DENVER:
303.749.7275
MOLLY.HOBBS@
HUSCHBLACKWELL.COM

JASON A. RESCHLY

KANSAS CITY:

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.