

Marlin Merges Digital Marketing Business from Teradata with BlueHornet to Create Leading Global Customer Engagement Platform Provider

Combination creates one of the largest independent digital marketing companies in the industry serving more than 3,000 customers globally

LOS ANGELES, July 20, 2016 /[PRNewswire](#)/ -- Marlin Equity Partners ("Marlin") today announced that it has merged its existing portfolio company BlueHornet, a leading U.S.-based provider of SaaS email marketing software and services, with the marketing execution business of the Marketing Applications division ("TMA") it [recently acquired](#) from Teradata Corporation (NYSE: TDC). Customers will profit from the combination of complementary strengths of the two businesses. BlueHornet enables marketers to quickly create and execute highly relevant, personalized email campaigns, and simplifies the campaign management process with its unique, intuitive segmentation interface. Digital Marketing Center (DMC), the centerpiece of the digital marketing business Marlin acquired from Teradata, allows marketers to optimize email, mobile, app, social and web marketing, and allows orchestration of paid channels such as display or search via an integrated data platform.

"With this merger, we are creating a leader with a global presence and complete omni-channel solution driven by a market-differentiating data management platform to power campaign targeting and effectiveness, backed by a strong services portfolio, which is unique within this industry," said Nathan Pingelton, a principal at Marlin. "The combination fits well with our strategy to operate the respective marketing execution and marketing operations assets acquired from Teradata as two distinct businesses, with separate leadership teams, operating structures, and brand identities."

In addition, Marlin also announced that Michael Biwer, current CEO of BlueHornet, has been appointed CEO of the newly formed company, which will launch under a new unified brand name later this year. Mr. Biwer brings to the company an extensive digital marketing services background and deep expertise in big data, marketing and analytics. Prior to joining BlueHornet, he served as a Group Vice President at Acxiom Corporation.

"Our customers will benefit from powerful marketing technology that simplifies marketing complexity, so marketers can focus on what matters most: driving superior results," Biwer said. "With this combination, our customers gain a stronger user interface, market-leading back-end data management and analytics capabilities, and worldwide presence to execute their digital marketing campaigns."

About the Merged Companies

More information about the new company will be announced soon. In the meantime, to learn more about TMA's digital marketing, omni-channel marketing and data management platform solutions, visit www.marketing.teradata.com. For more information about BlueHornet, please visit www.bluehornet.com or follow [@bluehornetemail](#) on Twitter.

About Marlin Equity Partners

Marlin Equity Partners is a global investment firm with over \$3 billion of capital under management. The firm is focused on providing corporate parents, shareholders and other stakeholders with tailored solutions that meet their business and liquidity needs. Marlin invests in businesses across multiple industries where its capital base, industry relationships and extensive network of operational resources significantly strengthen a company's outlook and enhance value. Since its inception, Marlin, through its group of funds and related companies, has successfully completed over 100 acquisitions. The firm is headquartered in Los Angeles, California with an additional office in London. For more information, please visit www.marlinequity.com.

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