

ECI Media Management incorporates Eley Consulting into its business, strengthening European and UK presence

July 2023, London: Independent global media consultants ECI Media Management announces that it is incorporating British firm Eley Consulting into its European business.

Established in 2015 by Mike Eley and Richard Edwards, Eley Consulting supports leading advertisers with market intelligence and expertise in strategic and digital planning, intermediary services, media accountability and financial transparency.

The move marks the next phase in ECI Media Management's international growth plans and follows the expansion of its business in the US. The deal will see Eley Consulting's talent and client portfolio of UK and European advertisers consolidated into ECI Media Management, boosting the company's presence and capabilities in the UK and across Europe. Richard Edwards will join the UK team in a senior client management and new business capacity, while Mike Eley will take on an advisory role.

ECI Media Management is one of the world's largest media performance consultants with a global footprint across the Americas, Europe and Asia Pacific. It offers data-driven media intelligence and rigorous benchmarking to a portfolio of blue-chip global advertisers, helping them to ensure their advertising investment and agency relationships drive higher media value for their brands.

Fredrik Kinge, Global CEO of ECI Media Management, says: "This deal is an important milestone for ECI Media Management. Eley Consulting is a well-established and highly regarded consultancy operating in the UK and across Europe and shares our vision for the future of media auditing and investment consulting. Consolidating their talented team and portfolio of major advertisers into our business will strengthen our position as one of the leading independent media consultancies in the world."

Richard Edwards added: "We are pleased to be bringing our business into ECI Media Management – our companies are a natural fit as our values and approach align. The integration of our businesses will create a powerful team that will enable ECI Media Management to continue its growth trajectory across Europe."

The deal is effective immediately.

=Ends=

Contact:

Henny Hamilton at Visible PR

M: +44 7845 181784, henny.hamilton@visiblepr.co.uk

About ECI Media Management

ECI Media Management: higher media value

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI Media Management, the market's fastest-growing and most forensic global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

A modern, forensic approach

Ever since our formation, we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance. We can measure a very high proportion of media activity, allowing for a more accurate understanding of the efficacy of investments and better optimization for future activity.

Cutting-edge services

Capitalizing on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI Media Management, we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI-setting and management and contract consultancy.

Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.