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SIMILARWEB ACQUIRES 100% OF THE SHARES OF ADMETRICKS

US software company buys Chilean ad intelligence platform

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New York-listed software development and data aggregation company Similarweb has enlisted Carey to acquire Chilean ad intelligence platform Admetricks.

Admetricks was advised by DLA Piper (Chile) in the deal, which closed on 4 March. No value was disclosed.

Similarweb purchased 100% of Admetricks' shares.

The acquisition of Admetricks will further Similarweb's mission of providing data, analytics and optimisation tools for digital marketing and advertising.

Admetricks will operate under its established name as part of Similarweb and continue to serve its existing customers.

Founded in Israel in 2007, Similarweb went public on the New York Stock Exchange in 2021. Its platform aggregates data from over 1 billion websites, 8 million mobile apps, 3 million brands and 210 industries.

This transaction forms part of a wider trend of cross-border acquisitions of Latin American tech companies. In February, US-based engineering company Sparq acquired Uruguayan software business Octobot, marking its entry into the Latin American market. This came one month after Spanish car operator EYSA purchased Brazilian technology company Serbet, a deal that closed shortly after German business GFT Technologies bought Colombian fintech Sophos Solutions.

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