/Carey

Abril de 2024

SIMILARWEB ADQUIERE 100% DE LAS ACCIONES DE ADMETRICKS

US software company buys Chilean ad intelligence platform

Maya Kendall Shah

03 April 2024

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.

Esta alerta legal es proporcionada por Carey y Cía. Ltda. con fines educativos e informativos únicamente y no pretende ni debe interpretarse como asesoría legal.

Carey y Cía. Ltda.
Isidora Goyenechea 2800, Piso 43.
Las Condes, Santiago, Chile.
www.carey.cl

Counsel to Similarweb

In-house counsel – David Kaplansky and Israel Wagshul

Carey

Partners Óscar Aitken, Patricia Silberman and Manuel Alcalde, counsel José Ignacio Mercado, Valentina Kuscevic and associates Sebastián Melero, Antonio Dourthe, Francisca Castillo, Felipe Hinzpeter, Guillermo Feliú, María Anguita and Fernanda Gabor

Counsel to Admetricks

DLA Piper (Chile)

Partner Matías Zegers and associates José Ignacio Marín, Francisca Larraín, Vicente Vergara, Camilo Alonso, Diego González and Ana Antonijevic