



SourceLink acquires Path Interactive, a top digital agency

SourceLink delivers performance driven digital solutions with the acquisition of top digital agency, Path Interactive

(Chicago) January 10, 2019 – SourceLink, a leading data driven marketing agency announces the acquisition of Path Interactive, a digital marketing agency based in New York, NY.

Path Interactive provides deep expertise in results-oriented digital marketing services including PPC management, SEO, social media and display/digital media advertising. Path is a leader in building holistic, integrated digital campaigns. Search engine optimization and search engine marketing services are the foundation upon which Path was built.

Path has ranked multiple times on the Inc. 5000 List of fastest-growing private companies in America, they are a four-time winner of Crain's Best Places to Work in New York City, and ranked the #4 Best Place to Work by Ad Age in 2017.

Path's work has earned numerous industry awards across search, social and display, including the Google Partners Display Innovation Award for North America in 2017 and the Bing 2018 Independent Agency of the Year.

The combined companies will enable marketers to reach their clients wherever they may be, seamlessly. Customer intelligence and analytics will drive direct mail, email, statements, and best in class digital marketing services.

"We are excited to bring the SourceLink and Path Interactive teams together, as we have very similar philosophies," says Don Landrum, CEO of SourceLink. "We find the optimal marketing mix by segmenting, testing, measuring and adjusting the mix, cadence and creative across print and online channels to increase ROI for our clients."

"The power of marketing in 2019 and beyond lies in reaching customers and enabling them to respond in the manner they prefer. Path Interactive significantly enhances our ability to reach our clients' customers and prospects. Together we will optimize the channel mix and bring great value to marketers," says Hans Helmers, President of SourceLink.

Commenting on Path's future with SourceLink, Co-Founder of Path Interactive, Mike Coppola said, "this is a union of companies who share the same values and approach. We work closely with our client partners with a focus on delivering maximum ROI." Co-Founder Michael Candullo added that "SourceLink's data driven approach and capabilities will greatly enhance our offerings."



About SourceLink

SourceLink is a highly respected Direct Marketing agency headquartered in Chicago, Illinois that utilizes data intelligence and an omni-channel approach to maximize return on investment for clients through improved customer response and conversion. The company deploys client programs across the channels in which their customers and prospects are most responsive, including; direct mail, email, digital media, social media, and statements. SourceLink's expertise spans a variety of end markets, with an emphasis on financial services, healthcare, retail energy and utilities, insurance and retail. For more information, visit www.sourcelink.com.

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