



FOR IMMEDIATE RELEASE

Inverness Graham Announces Acquisition of Alliant

Wayne, PA, November 13, 2024 – [Inverness Graham](#), a Philadelphia based buyout firm focused on acquiring innovative companies where technology is transforming traditional industry, is pleased to announce that it has acquired Alliant, a leader in marketing data and analytics.

Since its founding in 2004, Alliant has built its data cooperative (“co-op”) into a leading marketing data and analytics provider, pioneering solutions that enable a data-driven advertising ecosystem. Alliant supports its clients by leveraging its innovative DataHub to offer a comprehensive view of consumer behaviors. The Alliant DataHub securely aggregates transaction-level data from over 130 Member brands covering 400 sub-brands and product lines that drive three billion purchase transactions to deliver unrivaled marketing data insights. Alliant provides its customers with the highest quality consumer purchase data for advertising campaigns as well as alternative data for better-informed credit decisions.

“We are excited to support the team at Alliant as they build on their expertise in data, analytics and technology to deliver audiences and critical insights to their customers across channels,” said Michael Morrissey, Managing Principal at Inverness Graham. “Alliant is uniquely positioned to deliver and support the trend towards customization in consumer engagement across the buyer journey. We aim to strengthen Alliant’s co-op model by welcoming even greater participation into our Member network and building upon the company’s deep expertise in data science, advanced technology and marketing, while upholding its longstanding commitment to robust data governance practices.”

Inverness Graham and Alliant are actively seeking acquisitions and strategic partnerships with innovative companies that provide high-quality marketing data, analytics and technology.

Faegre Drinker Biddle & Reath LLP served as legal counsel to Inverness Graham. BrightTower LLC served as exclusive financial advisor to Alliant. Terms of the transaction were not disclosed.

About Inverness Graham Investments

[Inverness Graham](#) is a Philadelphia based buyout firm that acquires innovative companies where technology is transforming traditional industry. The firm's Flagship strategy focuses on high-growth businesses in Healthcare, Tech-Enabled Services / Software and Advanced Manufacturing. The firm's Green Light strategy targets tech-enabled businesses where Environmental Sustainability is a key driver of accelerating growth. Inverness Graham executes a differentiated, repeatable model for value creation through its proprietary Strategic Platform Build approach. Founded by senior executives of the Graham Group, the firm builds upon a 60-year legacy of operational excellence, bringing substantial value creation resources and an innovative mindset to support its portfolio company partners.

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