

Browne Jacobson advise Edit Agency on it's acquisition of CustomerKIND

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UK and Ireland law firm Browne Jacobson advise Edit Agency Ltd, a consultancy specialising in data, technology, and media, on its successful acquisition of CustomerKIND, a company dedicated to customer engagement and data strategy.

The acquisition will see CustomerKIND join Edit, Join the Dots, and Wood for Trees as part of the Edit Agency Ltd family.

Headquartered in Bath, Edit Agency Ltd is renowned for delivering data solutions and customer campaigns for globally recognised brands such as John Lewis Financial Services, Tesco Bank, and The British Heart Foundation, operating as a wholly-owned subsidiary of The Salocin Group.

CustomerKIND founder Janet Snedden will also be joining the Edit Agency Ltd team as part of the acquisition.

The Browne Jacobson team was led by Manchester based Corporate Partner Ryan Brown who was assisted by specialist associates Bethany Grummitt, Miranda Foy and Olivia Barrow.

Ryan Brown at Browne Jacobson said: "It was great to lead the Browne Jacobson team in advising Edit Agency Ltd on another acquisition, this time acquiring CustomerKIND. We are proud to have played a key role in facilitating this strategic move for our long-standing client."

Nick Dixon, CEO of Edit Agency Ltd and founder of The Salocin Group stated, "We're thrilled to welcome Janet back into the fold. Janet worked alongside many of the team during the Kin + Carta days, so I know she brings a wealth of sector experience which we will all benefit from. We'll also be integrating CustomerKIND's innovative frameworks and tools into Edit Agency's existing portfolio to bolster our capability and transformational CRM proposition for our clients."

CustomerKIND, founded in 2017 by Janet Snedden, focuses on anchoring customer experience design in data and insight, particularly in the context of the increasing trend towards in-housing CRM solutions.

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