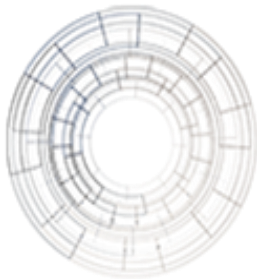


ADWEEK

AgencySpy

Acceleration Acquires Stripe Theory



ACCELERATION
COMMUNITY OF COMPANIES

Acceleration Community of Companies (ACC), a holding company founded in 2018, has acquired Atlanta-based data-fueled, strategic marketing agency Stripe Theory.

“ACC’s model is unique as we are building a community of companies that are ‘pure play’ marketing, media and communications agencies. Stripe Theory’s expertise in data, analytics and insights is a critical category for us,” ACC CEO **Michael Nyman** told Adweek.

“Joining the ACC team is an amazing opportunity for Stripe Theory and we couldn’t be more thrilled,” Stripe Theory founder **Craig Kronenberger** said in a statement. “When I started Stripe I sought to create an agency unencumbered by silos and committed to building a data-first approach to brand promotion and protection. This vision aligns with ACC’s evolution and we are excited to leverage our skill sets in paid media, strategy and analytics to unlock new value and understanding for ACC’s impressive portfolio of companies and clients.”

Kronenberger founded Stripe Theory in 2015, centered around applying data expertise to create impactful, cost-effective marketing for clients. The agency utilizes a series of proprietary technologies, tools and processes across locations in Atlanta and the Philippines to provide strategy and execution across digital marketing, paid media, communications and crisis management. Kronenberger will continue to lead Stripe Theory following the acquisition, supported by a leadership team and the agency's reputation and crisis management division will continue to operate under the name Stripe Reputation.

Nyman explained that Kronenberger's team reached out to ACC about working together in the latter half of 2019, eventually resulting in the acquisition deal. ACC and Stripe Theory have already collaborated on a number of projects, according to Nyman.

“[Kronenberger] had a background not only rich in digital, emerging technologies, data and analytics, but a true understanding of marketing and storytelling. And, with this expertise, Craig and the team at Stripe is able to provide true insights that marketers can make actionable,” he said, adding that Stripe Theory is at the right “age and stage” for growth.

“Craig's vision was to bring Stripe into an organization where there was a commitment to a data-first approach and trust among agencies. His vision aligned with ACC's and Stripe will look to unlock new value for the existing companies and clients in the ACC portfolio,” he added.