

Miami digital marketing firm EveryMundo acquired in \$90M deal

*By Ashley Portero
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EveryMundo, a Miami company that develops marketing software for airlines, was acquired by Pros Holdings in a deal valued at \$90 million.

The acquisition will enable EveryMundo to take the "next step" in its quest to elevate marketing and growth opportunities for airlines and other business-to-business organizations, said co-founder and president Seth Cassel.

"The cultural fit with PROS is what makes this combination so unique and compelling and why we will further transform the brand experiences all businesses deliver," he added.

Under the terms of the transaction, Pros (NYSE: PRO), a software-as-a-service firm headquartered in Houston, paid \$80 million in cash at closing and \$10 million in future stock. Baird and Cassel Salpeter & Co. LLC served as financial advisers to EveryMundo in the transaction.

Founded in 2006, EveryMundo provides "fare marketing" technology to airlines – including American Airlines and Japan Airlines Vacations – designed to increase customer engagement and long-term brand loyalty. It also assists other travel-related and recreational brands like Greyhound and Tennis

Australia, according to a news release. The company has more than 140 employees.

Pros uses artificial intelligence-powered SaaS to optimize online shopping interactions across several industries, including airlines, automotive, consumer goods and health care. Its platform gathers data to understand buyer preferences and deliver personalized recommendations to buyers.

Pros CEO Andrew Reiner said acquiring EveryMundo will help all of its portfolio companies deliver superior online shopping experiences.

"Brands have no choice but to be present everywhere their customers and prospects find themselves," he added. "But winning in today and tomorrow's market will require brands to earn more direct engagement and deliver the experiences their customers value most."