



# CAPTRUST

February 8, 2023

Company	Ticker	Sector	Industry
Interpublic Group of Companies, Inc.	IPG-US	Communication Services	Media

## Business Description

Interpublic Group of Cos., Inc. engages in the provision of advertising and marketing services. The firm specializes in consumer advertising, digital marketing, communications planning and media buying, public relations and specialized communications disciplines. It operates through the following segments: Integrated Agency Network (IAN), IPG DXTRA, and Corporate and Other. The IAN segment includes advertising and media services, as well as an array of global communications and marketing services. The IPG DXTRA segment offers events and public relations services as well as sports and entertainment marketing, corporate and brand identity and strategic marketing consulting. The Corporate and Other segment is composed of selling, general and administrative expenses including corporate office expenses as well as shared service center and other centrally managed expenses. The company was founded on September 18, 1930 and is headquartered in New York, NY.

## Price Chart

## Key Info & Metrics



<b>Empirical Research Rank:</b>	<b>3</b>
Date Purchased:	11/01/2019
Price:	\$38.96
52-Week Range:	\$25.32 - \$39.44
Dividend Yield:	2.98%
Market Cap (\$M):	\$15,137
Forward Price-to-Earnings:	14
<b>Total Return</b>	
Year-to-Date:	17.0%
1 Year:	10.5%
3 Year:	91.2%
5 Year:	123.7%

## Investment Case - Updated: November 6, 2022

Interpublic Group is one of the world's largest global advertising and marketing services companies. The company offers consumer advertising, digital marketing, communications planning, media buying, and public relations. Interpublic was an early adopter of data and analytics through its acquisition of Acxiom Marketing Solutions. This foresight has helped Interpublic Group as advertisers have shifted from traditional advertising channels like television and print to digital. One of the benefits of digital advertising is that it allows companies with strong data and analytics capabilities to better target consumers, and therefore improve the return on investment for their marketing partners. Interpublic also used the COVID-19 pandemic as an opportunity to restructure its business and reduce headcount. This should result in significant operating leverage as the economy emerges from the pandemic and advertisers recommence marketing spend.

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