PRESS RELEASES

Benesch Represents Alia Software Inc. in Acquisition by Dotdigital Group plc

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Featured Practices: Corporate, Tax, Intellectual Property, Data Privacy & Cybersecurity, Executive Compensation & Benefits, Labor & Employment

Benesch is pleased to announce its role as legal advisor to Alia Software Inc., a leading AI-powered pop-up and email/SMS list-growth platform for Shopify merchants, in its acquisition by Dotdigital Group plc (AIM: DOTD), a global provider of AI-driven customer experience and data platforms.

The transaction, valued at up to $60 million, will see Alia's team, including its founders, continue in leadership roles from the company's New York headquarters. The acquisition is expected to accelerate Dotdigital's product roadmap, enhance on-site conversion capabilities and unlock new cross-sell opportunities across Dotdigital's customer base.

Alia's innovative use of AI-driven testing and data-based targeting enables brands to capture high-quality first- and zero-party data, supporting more personalized and effective marketing strategies.

"We are proud to have represented Alia in this transformative transaction, which brings together two innovative teams focused on helping brands build stronger, data-driven relationships with their customers," said the deal lead partners, Jennifer L. Stapleton and Ryan J. Williams. "This deal is a testament to Alia's rapid growth, innovative technology and strong reputation in the Shopify ecosystem. By joining forces with Dotdigital, Alia is well positioned to continue delivering value to merchants and to help shape the future of data-driven, personalized marketing."

The Benesch team advising Alia Software was led by Jennifer L. Stapleton and Ryan J. Williams, with support from Corporate Associate Jordan M. Zornes; Tax Partner Richard F. Tracanna; Intellectual Property Partner Daniel S. Marks and Senior Managing Associate Sydney E. Allen; Data Privacy & Cybersecurity Of Counsel Adriana Beach; Benefits Partner Emily L. Morrison and Associate Kara Sturtz; Labor & Employment Partner Adam Primm and Managing Associate Tevin Hopkins.

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