



Integrate Agency Acquires Briteldea Marketing Group

Combined Entity Will Expand and Strengthen Integrate Agency's Central Texas Presence and Digital Marketing Capabilities

HOUSTON (Jan. 22, 2021) – Integrate Agency, a full-service digital and traditional marketing agency, based in Houston and Austin, has acquired Briteldea Marketing Group, an Austin-based digital marketing group. The acquisition will further the integrated suite of traditional, digital and social media services offered by Integrate Agency throughout Texas.

Danielle Ryan, CEO and founder of the Briteldea Marketing Group team will serve as Head of Austin and her team will be joining Integrate Agency, based out of their new office, located at 1101 E. 6th St., Suite – A, 78702. The joint company will be home to more than 30 professionals in Houston and Austin, providing clients a collective offering of branding, website design and development, digital marketing, SEO and content creation, email marketing, social media, and public relations.

“Danielle and the Briteldea team are bringing a tremendous amount of talent and industry experience to the team. We couldn’t be more excited about the chance to combine their strategic ideas and creativity with our suite of services,” said Robbie Wright, CEO of Integrate Agency. “This acquisition provides Integrate Agency not only growth of our client base and further expansion into new markets, but also incomparable combined talent and digital marketing savviness of the Integrate and Briteldea teams.”

In 2020, Integrate Agency ranked 462 out of the 5,000 fastest-growing companies in the United States with over 988% revenue growth over three years, according to INC. As the agency continues its rapid growth, it will pursue its mission of providing clients with a data-driven, full-service marketing solution. This acquisition allows for the further expansion of these fully-integrated marketing efforts throughout the Central Texas region.

“It has always been our mission at Briteldea to make a meaningful impact within our community by developing strong partnerships with local businesses, small and large,” said Danielle Ryan, Briteldea founder and CEO. “We are thrilled to join forces with Integrate who shares not only the same internal values, but has the same desire to deliver quality work and overperform for their clients. We’ll now be able to offer a new suite of services and capabilities to further support our clients and continue our mission of giving back to our community at a larger scale.”

For more information regarding Integrate Agency, please visit integrateagency.com.

Integrate Agency

Integrate is an award-winning public relations and digital marketing agency that stays true to traditional PR roots while seamlessly incorporating the limitless strategic potential of digital marketing. Over the years, Integrate has been recognized by PRSA Houston, IABC Houston and AMA Houston for its award-winning client work, as well as being named the Top Mid-Sized Agency of the Year from PRSA Houston.

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