

GO MO Group in the race to build a Performance Marketing Conglomerate – Joins Collaboration Art



Pune, Maharashtra Jan 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Leading Swedish-Indian marketing agency GO MO Group is acquired and is now in the race to build the next performance marketing conglomerate. GO MO Group with offices in Sweden and Pune will be part of the newly formed group Collaboration Art, financed by Investment AB Spiltan. The idea for the group is to establish a presence in the European market by consolidating the market for Performance Marketing, which includes SEO, SEM, and SMM. In that journey, the endless talent pool in India will become one key aspect of success.

– This is the dawn of a new beginning in the digital marketing industry. The transformation in B2B digital marketing and sales has begun at scale on a global level, in order to be a driving force in this transformation, we need to play in a higher league. This gives us superpowers, feeling like Superman overnight. Superpowers are well needed in order to follow the rapid change in the market, says [Gabriel Ghavami](#), CEO and Founder, [GO MO Group](#).

–The pandemic strengthened the digital-first B2B buying trend, further blurring the boundaries between B2B marketing and sales to a point where there is no going back. Performance-based marketing, where SEO is key for strategic positioning and communication, is the need-of-the-hour. The annual organic growth for B2B SEO is estimated to be 25 percent, this is five times traditional consulting services like IT or Management.

Investment AB Spiltan is the financier behind Collaboration Art, whose goal is to consolidate the European market for performance-based digital marketing. The first four acquisitions by the group include GO MO Group, Web Group Partner, InnoSearch, and Dot Sure, which are all Swedish

companies. In the coming years, Collaboration Art aims to acquire more companies in both the Nordic region, as well as the rest of Europe.

–Being part of a House of Brands for performance marketing companies provides our offering with the breadth that large buyers will demand. With a strong majority owner like Spiltan, we also get access to capital, processes, and know-how in achieving the rapid acquisition-driven growth required to meet the market’s needs, says Gabriel Ghavami, CEO and founder, GO MO Group.

Gabriel Ghavami is the founder and CEO of GO MO Group, which was acquired by Investment AB Spiltan via Collaboration Art. Gabriel is also an owner of the new company group. Collaboration Art was founded in the summer of 2021 by Fredrik Sellgren, Jonas Dahlquist, and Investment AB Spiltan.

–We have had the privilege of meeting many talented entrepreneurs, and can proudly present the GO MO group as one of the first wholly-owned agencies in the group. Our goal is to become a major European media buyer in a short time. We’re looking at more acquisitions of profitable agencies down the line, says **Jonas Dahlquist**, CEO of Collaboration Art.

About GO MO Group

GO MO Group AB, founded in 2013, offers SEO and digital marketing services to B2B companies, clients include AB Volvo, Munters, and Atlas Copco. The company consists of 85 employees at the Gothenburg head office, and a wholly-owned subsidiary office in Pune, India. Since December 2021, GO MO Group has been part of the agency network Collaboration Art.

About Collaboration Art

Collaboration Art is an agency network focused on digital performance-based marketing, helping European companies in their digital sales and marketing transformation. The ambition is to develop a corporate group that becomes one of the largest ad-media buyers in Europe. The company is financed by Investment AB Spiltan, and acquired four Swedish agencies in their first year: GO MO Group, Web Guide Partner, InnoSearch, and Dot Sure. Collaboration Art was founded in 2021 by the entrepreneurs Fredrik Sellgren, Jonas Dahlquist, and Investment AB Spiltan. The group is headquartered in Stockholm.

About Investment AB Spiltan

Investment AB Spiltan is an investment company that invests in both listed and unlisted Swedish growth companies, divided into four sectors: tech, finance, real estate, and industry. Their approach is to invest as minority shareholders, giving the companies’ management and skilled entrepreneurs the opportunity to be majority owners, with strong influence and responsibility for their own company. Spiltan is a long-term and active owner with documented experience in building and developing a successful portfolio of companies. The share is listed on NGM PepMarket where it is traded weekly on Tuesdays.

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