

Press Release

PLUTA M&A team advises on sale of Vienna-based SEO and AI agency Improove

12 May 2026 · Munich, Germany, · Business
Area: [businessArea.transactions](#)

The M&A experts at PLUTA Management GmbH have successfully conducted a structured sales process for Improove GmbH based in Vienna. The buyer is Zimmer GmbH, a B2B media group with an established presence in the German-speaking market.

Improove is an international digital marketing agency with offices in Vienna and Madrid. Since its foundation in 2009, the agency has implemented search engine optimisation (SEO), search engine marketing (SEM) and growth strategies for customers in more than 60 countries.

Zimmer GmbH has evolved from a traditional specialist publishing house for print media into a full-service B2B communications group that includes Österreichischer Kommunal-Verlag GmbH in Vienna with subsidiary Zimmer Media GmbH in Berlin.

Comprehensive M&A advisory services

PLUTA supported the seller throughout the entire M&A transaction. Among other things, this involved preparing the data room, engaging with potential investors and providing advice during the due diligence process as well as conducting the negotiations with prospective buyers

PLUTA press contact

Patrick Sutter
relatio PR
+49 89 210 257-22
presse@pluta.net

PLUTA expert



Ludwig Stern

Diplom-Betriebswirt



Luca Reifenberg

Business Management (B.Sc.),
Corporate Restructuring (M.Sc.)

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.

Press Release

together with management and the shareholders.

The PLUTA Management GmbH team comprised partner Mr Ludwig Stern, project manager Mr Luca Reifenberg, business lawyer Ms Selina Senf and Mr Michael Kögl. Attorney Dr. iur. Christian Pindeus from Oberhammer Rechtsanwälte GmbH based in Vienna provided legal assistance. The buyer was advised by a team led by Mr Christoph Leitgeb from DSC Doralt Seist Csoklich Rechtsanwälte GmbH based in Vienna.

High-profile client base

Project manager Mr Luca Reifenberg said, "Despite the challenging transaction process, we have been able to successfully conclude the negotiations. There was interest from several strategic investors on account of the agency's considerable SEO and AI expertise and its high-profile client base. The Zimmer Group had the best overall package and ultimately prevailed in the bidding process."

Improve will continue to operate as an independent brand. The team at the Vienna and Madrid offices remains unchanged. The affiliation with the Zimmer Group will give the agency's clients additional reach through established B2B media and events. Conversely, the media group's existing customers will gain access to a broader range of digital marketing and performance optimisation services.

The acquisition is part of a long-term plan to strengthen digital expertise within Zimmer GmbH. At a time when online visibility is increasingly determined by artificial intelligence (AI) and new search platforms, this is an



Selina Senf

Master of Comparative Business Law (M.C.B.L.)



Michael Kögl

Further information about PLUTA and the contents of these Press information you will find under www.pluta.net

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.

Press Release

important step.

For the past 15 years, Zimper GmbH has been building up an extensive B2B network of specialist media, conferences and platforms for sharing information. As a result, the company reaches more than 100,000 decision-makers in Germany, Austria and Switzerland. However, it has lacked a strong digital marketing offering to date.

Mr Michael Zimper, managing director of Zimper GmbH, said, "We have made a conscious decision to pursue this route rather than developing this know-how in-house – because Improove brings with it deep expertise, not empty buzzwords. The team is driven by data rather than hype. That is a good fit for us." The decision to acquire Improove is therefore a strategic one: the agency specialises in generative engine optimisation. This involves making brands visible to ChatGPT, Claude, Google AI and other AI-supported search engines so that they recommend them as reliable sources.

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.