

# APAC founded global leader – Eyeota - spearheads 2018 announcing US\$12.5 million in additional funding

Eyeota the global leader in audience data announces a US\$12.5 million Series B funding to spearhead additional growth in 2018.

The company was founded simultaneously in Singapore, Australia and Europe in 2010 and has remained independent and enjoyed strong growth locally, as well as launching into the US.

The appeal for investors is the high quality of Eyeota's data and unique proposition to market partnering with publishers, data aggregators, research firms and brands and to monetise data, making it available for targeting and enrichment within the advertising ecosystem.

Peter Hunter, General Manager of Eyeota ANZ, said: "This new investment affords us the opportunity to cement our position at the forefront of audience data and addressable media. We will continue to invest in our local team and product development driving continued growth into 2018."

Over the past year, the company has expanded its partnerships with regional publishers and offline data suppliers to meet the growing demand for audience data, increasing its unique user profiles to more than 3.5 billion across APAC, Europe and the Americas and expanding its data segment availability by nearly 50%. Additionally, Eyeota continues to expand platform partnerships to distribute data into increasingly more channels.

"The advertising and marketing disciplines are driving a significant expansion in how data is applied from traditional targeting to custom segmentation, creative personalization, machine learning and AI," said Kevin Tan, CEO, Eyeota. "This new round of funding allows us to enrich our audience and supply solutions as well as provide us the opportunity to scale our operations with new data, new products, and to strengthen our presence across each region through strategic hires and new partnerships."

Eyeota has now raised more than US\$22million. This round of funding was led by Jolt Capital SAS, an independent private equity firm, regulated by the Autorité des Marchés Financiers (AMF), that specializes in growth capital technology investing. Additional existing and new investors that contributed to this round include Project A Ventures and Qualgro, a venture capital firm that invests in B2B companies in data and SaaS, with regional or global growth potential.

"As a global and innovative leader in audience data, Eyeota has achieved an impressive growth trajectory and demonstrated a strong capacity to partner with all key players of its ecosystem," said Laurent Samama, Partner, Jolt Capital. "The company has a very skilled and world class team as well as proven technology, which we will help develop further."

"Savvy marketers are increasingly relying on high-quality audience data to inform their media buying processes, and conduct post-campaign analysis," said Heang Chhor, Managing Partner, Qualgro. "We are really impressed by the deep technical expertise and global experience of Eyeota's management team, which we believe are critical assets as they continue their high-growth journey."

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