

**DATE**

June 12, 2014

**SECTORS**

Media & Telecom  
Technology & Software

**DEAL TYPE**

Private Capital

**DEAL LOCATIONS**



**DEAL TEAM**



**Klaas Oskam**  
Managing Director



**Meherzad Kelawala**  
Managing Director

# DC Advisory advised Vizury on its growth investment from Intel Capital, Ascent Capital, Nokia Growth Partners, Inventus Capital

Bangalore-based digital CRM firm Vizury announced a \$16 million Series C funding round led by Intel Capital with participation from Ascent Capital and existing investors, Nokia Growth Partners and Inventus Capital Partners. This brings the total funds raised by Vizury to \$27 million; Ojas Ventures had participated in the two earlier rounds.

Vizury, last year, launched a comprehensive mobile advertising retargeting product, MobiConvert, which includes mobile web and app retargeting on both iOS and Android devices and powerful conversion features like app deep linking and click-to-call.

Vizury was among the first multi-national ad-tech companies to enter China in 2009 where it now has strong advertiser relationships and a high calibre local team.

With a 400% CAGR, Vizury is one of the fastest growing tech companies in Asia. A revenue retention rate upwards of 190% demonstrates the consistent business value it delivers to clients.

The entire product suite across mobile and desktop is powered by Vizury's big data platform which processes over 30 terabytes of data daily, including purchase intent data of nearly 500 million users and tens of billion dollars of retail transaction data. Meaningful insights derived from this data is used by Vizury's proprietary bidding and recommendation algorithms to process over 5 billion daily bid requests to precisely target and engage users with highly personalized 1:1 messages.

The funds will be used to drive product innovation on our mobile and cross-channel propositions and to scale operations in existing markets, especially in China, Japan, LATAM, Middle East and Korea. We are also evaluating our options of entering the US market. Our emphasis, right from day one, on staying invested in challenging markets like China and Japan, and offering deep industry-focused solutions to enterprise clients has helped us get leadership positions in these markets.

Chetan Kulkarni  
Co-founder and CEO

Big data analytics is primed for take-off with the ad-tech ecosystem providing a major impetus. Vizury understands how data and technology are shaping the consumer marketing & advertising industries and is emerging as a leading player in this sector. Increasing internet penetration across APAC only augments this further. The investment led by Intel Capital will help Vizury take advantage of this big data opportunity.

Sudheer Kuppam  
Managing Director, Intel Capital APAC Region

Vizury, one of the most promising high-technology product companies to emerge out of India, has all ingredients to be a global leader in digital CRM.

Raja Kumar  
Managing Director, Ascent Capital