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## **Integrate Announces \$7 Million in New Equity Funding**

**Scottsdale, AZ – October 24, 2013** – [Integrate](#), the first closed-loop marketing software and media services provider, today announced it has raised \$7 million in a follow-on series B round of financing bringing the total to \$22.25 million in total equity funding since the company was founded in April 2010. The investment was led by the Foundry Group with participation from Comcast Ventures and Liberty Global Ventures.

“Smart technology is an absolute requirement to modernize marketing departments charged with discovering and converting new customers,” said Seth Levine, Managing Partner at Foundry Group. “Integrate is poised to capitalize on this requirement, having developed a robust software solution, customer engagement and a management team that can take Integrate to the next level.”

With a projected \$40 billion a year spent on digital marketing according to the [2013 Half Year IAB Internet Advertising Revenue Report](#), the ability to gain real-time insights into cross-channel media investments, automate marketing processes, and integrate marketing systems are key priorities on marketing executives’ agenda. Integrate’s funding milestone coupled with the recent appointment of a new CMO and CFO enable the company to capitalize on this significant market opportunity.

“Next to customer testimonials, the support we get from investors is one of the highest forms of endorsement we can ask for,” said Hart Cunningham, CEO and co-founder of Integrate. “This funding allows us to make additional investments in our industry-leading platform and bring together a seasoned management team. We’re heads down in execution mode.”

### **About Integrate**

Integrate is the first marketing technology provider to empower marketers and media buyers to plan, launch, analyze and optimize campaigns across performance, programmatic and traditional media. With more than 2500 brands and agency customers, the Integrate SaaS-based platform allows professionals to manage their entire media strategy from one dashboard, instantly putting them in control of their media investment, increasing time and resource efficiency, and driving improved, measurable results. Integration with key marketing system providers and advanced audience analytics provides closed-loop tracking to deliver clear return on marketing investment. To assist marketers in program strategy and execution, Integrate provides professional services via a highly-skilled team of marketing and digital media experts.

To learn more, visit [www.integrate.com](http://www.integrate.com) or follow Integrate on Twitter @Integrate.