



## **ClickSquared Closes \$9 Million Funding Round**

*Funding to Fuel Marketing, Sales, and Infrastructure Investments*

**BOSTON, Mass.**, January 9, 2012 – [ClickSquared](#), a global provider of cross-channel marketing software and services today announced the closing of a \$9 million round of equity financing, led by Staley Capital and including the company’s existing group of investors – Flybridge, JMI Equity and ABS Ventures.

“This round of funding is a testament to our investors’ confidence in ClickSquared,” said Wayne Townsend, CEO of ClickSquared. “These investments allow us to expand on the momentum built with the recent release of our ground-breaking SaaS marketing platform, the Cross-Channel Marketing Hub (“the Hub”). It is clear from the initial demand that the company has tapped into an unmet need, and we had an opportunity accelerate the company’s growth. We’ll primarily devote the funds to increasing the visibility of ClickSquared in the marketplace; growing our sales force to manage the strong demand for the Hub; and making the incremental infrastructure investments to ensure the highest possible quality service to our fast-growing client base.”

ClickSquared has a rich heritage in email marketing and delivery, direct mail production, customer analytics and campaign management – the result of a series of R&D initiatives, strategic acquisitions, and mergers since its founding in 1999. ClickSquared is recognized as a ‘Strong Performer’ in the most recent “The Forrester Wave: Email Marketing Service Providers Q4 2009”, and recognized in the Forrester Research, Inc. report, “US Database Marketing Service Providers: Alternatives to Consider,” released in July. The report declares that ClickSquared has edged “ahead of the digital pack” through its

combined top score in the categories of database management; execution and fulfillment; analytics; creative services; and strategy and consulting services.

“Marketing automation software is a \$5B market that is growing steadily, and as we’ve seen in the ERP, CRM and SFA software markets, we expect the demand to fundamentally shift from on-premise “big software” to the cloud. ClickSquared understood there was a need for a cross-channel SaaS marketing solution, and with the Hub, is uniquely positioned to become the market leader in this fast-growing space,” said Amit Basak, general partner with Staley Capital.

Basak continued, “Marketers need the ability to design and quickly execute targeted campaigns. Without an integrated solution that automatically connects the relevant message to the right customer using the right channel, they cannot do so. ClickSquared solves this urgent problem for some of the best marketers in the world and will undoubtedly continue to innovate. We are delighted to partner with this management team and with this strong group of investors, including JMI, Flybridge and ABS Ventures.”

“We are pleased to welcome Staley Capital into the investment group and to have Amit join the board of directors,” said Brad Woloson, ClickSquared’s chairman and general partner at JMI. “We look forward to working with Staley and the strong team that Wayne has assembled at ClickSquared to continue to develop world class software products and create value for marketers.”

ClickSquared’s Cross-Channel Marketing Hub marries enterprise-class campaign management, marketing database management and customer intelligence tools with delivery and execution across email, print, web, survey, mobile and social channels. The Hub consolidates and integrates the features and functionality typically found in

standalone channel platforms and gives marketers a tightly integrated, analytics-driven cross-channel marketing and delivery capability.

### **About Staley Capital**

Staley Capital is a growth capital investment firm focused on investments in technology-enabled business services companies with explosive growth potential and differentiated value propositions. Targeted industry sectors are tightly focused on application software and services in digital media, marketing and advertising, Internet services, retail IT solutions, business process outsourcing, healthcare IT and financial services. The Staley Capital team has developed and executed a highly successful investment strategy that matches diverse private investment and operating skills to its investment focus. The partners' ability to help portfolio companies is derived from over 30 years of investing and 60 years of senior executive management experience at Fortune 100 and privately-held companies. To learn more visit [www.staleycapital.com](http://www.staleycapital.com).

### **About ClickSquared**

ClickSquared is a global provider of [cross-channel cloud marketing software and services](#). With innovative offerings ranging from self-service campaign management and email to fully managed customer engagement and loyalty programs, ClickSquared's pioneering [Cross-Channel Marketing Hub](#) orchestrates and delivers analytics-driven, relevant and personalized customer communications across email, direct mail, social, survey, mobile and web channels. Backed by a team of marketing, technology and vertical-industry experts that are passionate about client success, ClickSquared enables organizations of all sizes to maximize the return on their marketing investment.

ClickSquared has helped to build some of the world's best known brands including ARAMARK Parks and Destinations, The Boston Celtics, Capital One Bank, Miami Dolphins, Dr Pepper Snapple Group, Four Seasons Hotels and Resorts, Greyhound, HomeAway, Hyatt, Lenovo, Leading Hotels of the World and Santander.

ClickSquared has offices across the United States, including its headquarters in Boston, Massachusetts as well as offices in the United Kingdom. For more information, call +1.857.246.7800 or visit <http://clicksquared.com/> or via the links below:

Twitter: [www.twitter.com/clicksquared](http://www.twitter.com/clicksquared)

Facebook: [www.facebook.com/clicksquared](http://www.facebook.com/clicksquared)

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