



## **Impact Radius Secures \$30 Million in Growth Funding from Silversmith Capital Partners**

**June 8, 2016 - Santa Barbara, CA** -- Impact Radius, a pioneer in digital marketing and affiliate solutions, announced it has secured \$30 million in funding from Silversmith Capital Partners, a Boston-based growth equity firm.

“Over the past 30 months, Impact Radius has experienced phenomenal growth through market adoption of its innovative marketing platform, enabling tangible business outcomes for its roster of leading domestic and global clients,” stated Impact Radius CEO Per Pettersen. “Silversmith’s investment will fuel our global growth.” Today’s brands and agencies leverage the Impact Radius platform to get unprecedented insight into consumer journeys, optimize their media mix, grow affiliate partnerships and increase ROI across digital, mobile and offline channels.

Impact Radius will use the proceeds to enhance its core platform, fund development of new products and services, and accelerate its global expansion strategy by investing in people, infrastructure, partnerships and acquisitions.

“Impact Radius has a proven track record, delivering a powerful SaaS platform built for marketers by marketers. They have an experienced team, a scalable platform, and we believe a significant opportunity to continue delivering industry-leading innovation” said Jim Quagliaroli, Managing Partner of Silversmith. “Our team was impressed by the strong customer partnerships with the world’s most successful brands, who have chosen Impact Radius as a key partner for their marketing strategy.” Jim Quagliaroli has joined the Impact Radius Board of Directors.

“We’re thrilled to have Silversmith backing our mission,” says Per Pettersen, CEO of Impact Radius. “Silversmith’s core focus on successful, proven SaaS companies makes them an ideal partner.”

### **About Impact Radius**

Impact Radius enables digital brands and agencies to maximize their return on ad spend. The company’s SaaS marketing platform provides a single, trusted view into the consumer journey from ad impression through acquisition -- across all devices and channels. Through the automation of critical marketing workflows and real-time delivery of actionable insights, the platform drives revenue for global companies such as Lenovo, Ticketmaster, Tommy Hilfiger, Shutterstock and Advance Auto Parts. The company has more than 230+ employees across six offices worldwide. Learn more at [www.ImpactRadius.com](http://www.ImpactRadius.com).

## **About Silversmith Capital Partners**

Founded in 2015, Silversmith Capital Partners is a Boston-based growth equity firm with \$460 million of capital under management. Silversmith's mission is to partner with and support the best entrepreneurs in growing, profitable technology and healthcare companies. The firm seeks to invest \$15 million to \$50 million per company, with the ability to increase the equity commitment in select situations. The founders have over four decades of collective investing experience and have served on the boards of numerous successful growth companies including Ability Network, Accelecare Wound Centers, Dealer.com, Liazon, Liberty Dialysis, MedeAnalytics, MedHOK, National Cardiovascular Partners, Net Health, Passport Health, SurveyMonkey, Wrike and Yapstone. For more information, visit [www.silversmithcapital.com](http://www.silversmithcapital.com).

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