



Ensignten Raises \$40 Million in Series B Funding from Insight Venture Partners

CUPERTINO, Calif., January 29, 2014: Ensignten, the fastest-growing [enterprise data and tag management](#) provider and pioneer of the [Agile Marketing Platform](#), today announced the closing of a \$40 million Series B investment from Insight Venture Partners. The funding follows strong 2013 results as increasing numbers of enterprises adopt tag management to analyze, execute and capitalize on data through digital marketing. Ensignten will use the funding to expand its global footprint via increasing sales and marketing operations across the globe, driving continued product innovation for the company's market-leading platform.

Tags add hundreds of lines of JavaScript code to a Web page, slowing page load performance, and present a major management challenge to marketing and IT organizations. Ensignten enables digital marketers to easily deploy and manage all third-party tags from a single Web interface, as well as to collect, own and use on-site, off-site and offline data. With such enterprise data and tag management capabilities in place, marketers can optimize their digital touch-points and personalize the experiences of individual consumers with minimal involvement of code developers or the IT organization.

"With more data being generated than ever before, it has become increasingly complex for marketers to get a streamlined view of their customers or the ability to leverage their data for personalized communications," said Ensignten Founder and CEO, Josh Manion. "Ensignten is reinventing the interactive marketing ecosystem and we're thrilled that Insight Venture Partners shares our vision that organizations should be able to collect, own and act on data in real time."

Ensignten has built a highly effective, cloud-based Agile Marketing Platform (AMP) that enables marketers to act on data in real time from both online and offline sources. According to [Forrester research](#), Ensignten AMP offers a 525 percent marketing ROI to its customers. Using the platform, marketers can test and optimize campaigns faster than ever, leading to better marketing decisions and spend. With data from multiple sources captured through a single platform, marketers can apply deeper segmentation, personalization and achieve true marketing agility.

"To remain competitive and drive online conversion rates, companies need solutions to engage Web visitors in a more targeted way," said Jeff Horing, co-founder and managing director at Insight Venture Partners. "Ensignten provides marketers with the flexibility and transparency they need to effectively manage digital marketing effectively. Our investment reflects our confidence in Ensignten's leadership and our belief in the value of their Agile Marketing Platform to marketers."

Ensignten serves 24 percent of the Fortune 50, and 30 percent of the top 20 Web retailers as ranked by IRCE. This represents more than \$30 billion in e-commerce transactions taking place among top brands. Marketers use Ensignten AMP to collect, own and use their on-site, off-site and offline data. Ensignten AMP processes tag requests from 30,000 Web domains across 150

countries, representing more than \$30 billion in ecommerce for top brands.

Ensignten's impressive list of customers includes Capital One, E-Trade, MetLife, Microsoft, monster.com, Safeway, Sony Electronics, Staples, Symantec, T-Mobile, United Airlines and Wal-Mart. On average, existing customers have continued to grow their relationship with Ensignten by 98 percent since their initial engagement.

Bringing Top Digital Marketers Together

From February 5-7, 2014, Ensignten is hosting Agility 2014, its annual conference that brings top digital marketers together in San Francisco, California. The event features 17 customer presentations, solutions training and partner exhibits that will showcase the latest innovations in tag management and agile marketing. Details are available here:

<http://www.ensighten.com/agility2014/>

About Ensignten

Ensignten, the leader in enterprise data and tag management, boosts marketing agility and eases privacy compliance with the industry's first Agile Marketing Platform (AMP), built to meet the needs of enterprise marketing organizations. With Ensignten AMP, businesses rapidly execute any marketing initiative, achieve one-to-one marketing and deliver great user experiences. Ensignten's proprietary data and tag delivery network and patented technology give organizations unmatched ability to deploy any vendor tag on any platform or device, using unlimited deployment conditions, while accelerating page performance. Marketers use Ensignten AMP to collect, own and use their onsite, offsite and offline data. Ensignten AMP processes tag requests from 30,000 Web domains across 150 countries, representing more than \$30 billion in ecommerce for top brands that include Brooks Brothers, Capital One, E-Trade, Microsoft, monster.com, Sony Electronics, Staples, Symantec, T-Mobile, United Airlines and Walmart. Visit us at www.ensighten.com, and follow us on [facebook.com/ensighten](https://www.facebook.com/ensighten) and Twitter [@ensighten](https://twitter.com/ensighten).

About Insight Venture Partners

Insight Venture Partners is a leading global private equity and venture capital firm investing in software, ecommerce, Internet, and data-services companies. Founded in 1995, Insight has raised more than \$7.6 billion and made more than 190 investments worldwide. Insight's mission is to find, fund, and work successfully with visionary executives who are driving change in their industries. Insight provides them with practical, hands-on growth expertise to foster long-term success. For more information on Insight and all of its investments, visit www.insightpartners.com.

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