

MarketShare Named One of LA's 10 Hottest Start-ups by Inc.

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MarketShare was recently named one of "LA's 10 Hottest Start-ups" by Inc.

After closing our most recent funding round of \$38 million, we're looking to push the marketing industry forward.

Congratulations to all the team members who have worked hard to make our company a leader in the marketing analytics space!

Inc.

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L.A.'s 10 Hottest Start-ups

MarketShare

In 2005, Wes Nichols and Jon Vein founded the analytics company to arm marketers with much-needed data. (MarketShare recently completed an in-depth analysis of the efficacy of video and mobile ads. [Check it out here](#).) The company has raised over \$41 million, most recently with a \$38 million round in April.

"The writing is on the wall: Marketing is rapidly becoming a war of knowledge, insight, and asymmetric advantage gained through analytics 2.0. Companies that don't adopt next-generation analytics will be overtaken by those that do," Nichols wrote in the [Harvard Business Review](#).

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