
MarketShare Partners announces investment from Elevation Partners

Jun 12, 2010

Commenting on Elevation's investment, MarketShare Partners' co-CEOs Wes Nichols and Jon Vein said, "Our partnership with Elevation Partners will clearly be a catalyst for our continued expansion. Given the current economic environment, our ability to help companies maximize their marketing efficiency and optimization, as well as overall resource allocation, gets timelier by the day. Elevation Partners' expertise in media, marketing and entertainment makes them the right partner for us as we bring next generation technology to the world of marketing and media measurement – a world screaming for innovation."

Ted Meisel, Senior Advisor at Elevation Partners and former CEO of Overture Services and President of Search Marketing at Yahoo! said, "With the fundamental shift in the media industry resulting in consumers receiving information through multiple new, non-traditional channels, marketing executives need to understand how to adapt their advertising and sales strategies to this fragmented environment. MarketShare's innovative algorithms and software provides companies with detailed market insight and analysis that allows them to spend their sales and marketing dollars more effectively. We made this investment because we believe MarketShare's game-changing technology positions the Company to take full advantage of the market opportunities and represents huge prospects for future growth. It also allows us to leverage this knowledge across our portfolio companies."

Elevation's capital infusion will be used to support continued growth, including the deployment of a suite of software solutions that generate specific recommendations around marketing allocation, as well as continued international expansion through organic and acquisitive growth.

Concurrent with the investment, Mr. Meisel will join MSP's Board of Directors. Montgomery & Co. served as an advisor to MarketShare Partners on the transaction.