Monetate

The building blocks of success.

Monetate is the global leader in cloud-based testing, email optimization and in-the-moment personalization software that empowers marketers to create, deliver and measure personalized marketing campaigns across all touch points—at scale.

Customers use Monetate's solutions to identify important customer segments, target them with dynamic digital marketing campaigns, and measure the results of those campaigns—in real time within a single easy-to-use interface.

Monetate is used by the world's leading brands to grow revenue faster by delivering better digital experiences for their customers around the globe. Founded in 2008, Monetate influences billions of dollars in revenue every year for world-class companies like Patagonia, Best Buy, National Geographic, QVC, Celebrity Cruises, and hundreds of other market leaders.

Industry: Digital Technology

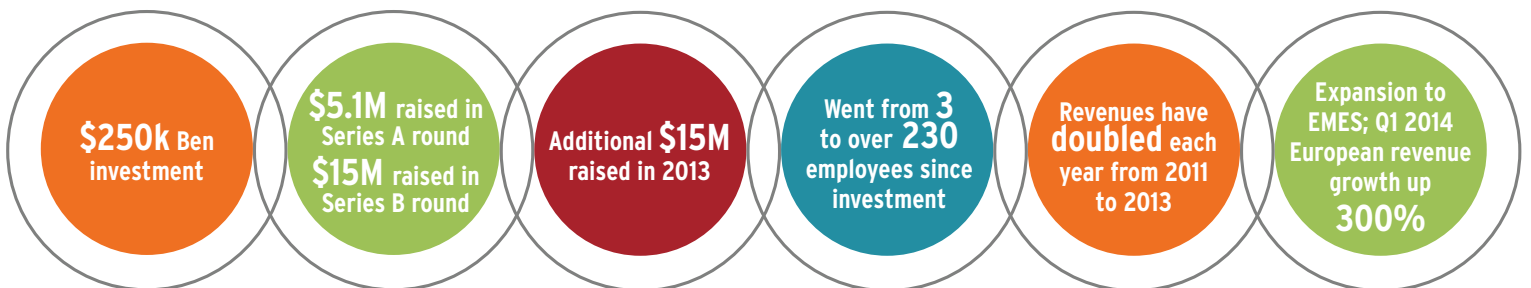**Product:** Cloud-based testing, email optimization, personalization software

Founded: 2008

Founder & CEO: David Brussin

Founder & Chairman: David Bookspan

Ben's Transformative Impact

- **$250k** Ben investment
- **$5.1M** raised in Series A round **$15M** raised in Series B round
- Additional **$15M** raised in 2013
- Went from **3** to over **230** employees since investment
- Revenues have **doubled** each year from 2011 to 2013
- Expansion to EMES; Q1 2014 European revenue growth up **300%**

Monetate History

Monetate CEO David Brussin is an entrepreneur and innovator whose career has been dedicated to helping marketers succeed in the digital world. David founded Monetate with fellow entrepreneur and Chairman David Bookspan in 2008 to help online marketers fulfill the long-held promise of using Big Data to get the right experience in front of the right customer at the right time.

In 1996, Brussin co-founded InfoSec Labs, which helped large enterprises move safely into ecommerce and online marketing in the early days of the commercial Internet. Following the success of InfoSec Labs, he co-founded ePrivacy Group, developing technology that allowed marketers to use email to build strong customer relationships, and TurnTide, a technology that protected the value of the email channel by attacking spam in a new and effective way.

Meanwhile, Bookspan co-founded, and was President and CEO of MarketSpan, Inc. MarketSpan created an innovative service that aggregated and enhanced court docket information and created new marketing opportunities for legal professionals. MarketSpan was acquired and is now part of LexisNexis under the brand LexisNexis CourtLink.

In 2007, Bookspan co-founded DreamIt Ventures, L.P. (Ben seeded), a pre-seed venture fund launching new technology companies. David also actively invests in early-stage companies that focus on innovation in technology and information services.

Monetate was a product of skilled entrepreneurs and innovators in the Southeastern PA market.

With impressive growth for investors, doubling YoY revenues from 2011 to 2013, Monetate's story is one of sound investment with clear impact, growing from three to over 230 employees since Ben Franklin's investment. Brussin and Bookspan still remain dedicated to shaping and preserving the culture that makes Monetate one of Pennsylvania's "Best Places to Work."