

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor • New York, NY 10004
(212) 842-6020 • Fax (212) 842-6039
www.petskyprunier.com

Contact: Amy LaBan
(212) 842-7126
alaban@petskyprunier.com

Petsky Prunier Advises ClickSquared on its Sale to Zeta Interactive

*Combined Solution Creates a World-Class Customer Life-Cycle Marketing Platform
for Fortune 500 and Middle Market Brands*

January 23, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised ClickSquared on its sale to Zeta Interactive, a big data, customer acquisition, and CRM company. Boston-based ClickSquared's SaaS-based, cross-channel campaign management platform The Hub was positioned along with six other vendors in the Niche Players Quadrant of Gartner's "Magic Quadrant for CRM Multichannel Campaign Management" report in May 2013. ClickSquared was previously a portfolio company of ABS Ventures, Flybridge Capital Partners, JMI Equity, and Staley Capital Advisors.



ClickSquared's platform combines enterprise-class data management, analytics, cross-channel campaign management, and marketing execution capabilities to automate customer dialogs across email, mobile, web, call centers, and direct mail. The company has helped some of the best known brands in the United States and Europe engage, grow, and retain their customers, including ARAMARK Parks and Destinations, The Boston Celtics, Delaware North Companies, GE, Greyhound, HomeAway, Leading Hotels of the World, Lenovo, and Santander.

The acquisition of ClickSquared continues Zeta Interactive's strategy of building a world-class, cross-channel platform for customer acquisition, engagement, and retention. Brands are looking for one, easy-to-deploy, comprehensive customer life-cycle marketing platform to help them acquire more customers and hold on to them for a longer time while increasing the return on their marketing spend. The acquisition is one of Zeta Interactive's final components in assembling the most robust solution for metrics-driven CMOs of Fortune 500 and middle market brands.

Zeta Interactive will immediately integrate ClickSquared and begin cross selling its existing data, services, and email platform to ClickSquared clients. ClickSquared clients will benefit significantly from the massive big data marketing platform that Zeta Interactive has built, as well as its industry-leading capabilities, including ZetaMail, search marketing, display advertising, and social media.

The combined companies will service B2C companies globally across a number of verticals, including financial services, communication services, travel and hospitality, education, and retail, among others. The company will be headquartered in New York City and retain ClickSquared offices in Boston, Massachusetts; Scottsdale, Arizona; Duluth, Georgia; London and Middlesbrough, United Kingdom.

A team from Petsky Prunier, led by Sanjay Chadda, Michael Petsky, and Matthew Kratter served as exclusive financial advisor to ClickSquared.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC, member of FINRA/SIPC.

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