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InfraVia leads the \$40m Series C funding round of Customer Data & Marketing Platform Ometria

Leading this new round InfraVia partners with historic investors Octopus Ventures, Sonae IM, Summit Action, Adjuvo and Columbia Lake Partners to support Ometria in its commercial roll-out.

- Ometria is the leading Customer Data & Marketing Platform dedicated to retail - a booming market even further accelerated by the Covid-19 crisis
- The company has developed the Ometria Co-Marketer™, a differentiated, AI-based optimization layer, providing marketers with the tool they need to deliver a seamless customer experience
- The \$40m round will allow the scale-up to keep investing in its tech differentiation and expand further in Europe and in the US

Founded in 2013 and headquartered in London, Ometria draws on proprietary data science to automatically create and optimize personalized marketing experiences across email, mobile, on-site, social, direct mail and more. The company focuses on retail clients, which allows for differentiated, industry-specific features.

As brands are seeing new channels emerging, they need to be able to serve their customers through a growing number of touchpoints and are moving towards omnichannel marketing tools to manage their campaigns in a coordinated fashion. As they multiply their touchpoints, they face the critical need to integrate an ever-increasing amount of data from complex sources. While customers are also looking for the highest degree of personalization requiring that companies adapt their content with real-time data.

To address this need, Ometria provides a marketing software combining profile unification and predictive intelligence of a customer data platform with cross-channel marketing, letting retailers create unique and personalized marketing experiences that drive revenue growth through increased loyalty and repeat purchases from clients. Ometria's technology ensures a high-level privacy standard by design and empowers customers over their data at any time.

Today, Ometria already convinced over 200 clients across Europe and the US, including strong, established brands such as Steve Madden, Aden + Anais, Pepe Jeans, MADE.com, Notonthehighstreet.com, Hotel Chocolat, Feelunique...



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Ivan Mazour & Djalal Lougouev, Ometria's founders commented: *"Ometria's core product, our Customer Data and Marketing Platform, is the most fundamental technology through which all marketing is done, and a must-have for every single company in the \$30 trillion retail industry.*

As the market leader in the UK, and with strong US presence, we were looking for a partner to help us expand globally, and so are extremely excited to be partnering with InfraVia for the next step.

The expertise of the team, the caliber of companies in the portfolio, and the strong European network will be instrumental in our journey to build a multi-billion dollar business in the next few years."

Guillaume Santamaria, Partner at InfraVia, said:

As ecommerce matures, client retention becomes a key topic for marketers. The ability to build differentiated and tailored customer experience has proved to be decisive for brands and e-retailers in that respect.

Ometria removes the burden of manually managing and optimizing these experiences, leveraging its proprietary set of AI algorithms trained on over 20 billion retail touchpoints to drive CRM revenue.

We decided to invest in Ometria as we are convinced that their piece of technology, delivering highly personalized marketing campaigns while ensuring privacy, will set the standard of the whole industry. We couldn't be prouder to have been chosen as partner by Ivan and Djalal for the company's next journey.

ABOUT OMETRIA

Ometria is a customer data and marketing platform that helps retailers increase customer loyalty and CRM revenue by sending personalized marketing messages throughout the customer journey.

We are trusted by the fastest-growing retail brands in the world such as MADE.com, Hotel Chocolat, Pepe Jeans and Feelunique.

www.ometria.com

ABOUT INFRAVIA CAPITAL PARTNERS

InfraVia is a leading independent private equity firm, specialized in infrastructure and technology investments. InfraVia supports entrepreneurs and industrial players in their growth and digital strategy, accelerating their transformation to sizeable platforms. Since 2008, InfraVia has raised EUR 7.2 billion of capital and invested in 40+ companies across 13 European countries.

In 2020, InfraVia launched a new EUR 500 million AUM investment strategy dedicated to European B2B high-growth tech companies. The



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team plans to make 15 single investments of €10 million to €50 million to help some of the best European entrepreneurs realize their ambitions. In 2021, InfraVia Growth has participated in the funding rounds for Jobandtalent, Sightcall, Paysend, Foodles and Botify.

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