

Dashboa Raises €1.3 Million to Lead the Next Wave of AI-Driven Digital Marketing

Helsinki, Finland — 18.11.2025 — Dashboa, an AI-powered digital marketing and SEO intelligence platform, has raised **€1.3 million** to accelerate its international expansion. The round was backed by **Gorilla Capital, Business Finland, Sofokus Ventures**, and existing investors.

The funding will fuel Dashboa’s European growth and further development of its AI-driven marketing platform, which brings artificial intelligence into **Search engine optimization, LLM Optimization, and PPC advertising**.

“Marketing is entering a new era — one where simplicity, automation, and intelligence must go hand in hand,” says **Tuomas Laitinen**, CEO and co-founder of Dashboa. “Businesses don’t need yet another SaaS interface; they need **turnkey solutions** that deliver real results quickly. Dashboa is built to make AI-powered marketing accessible, actionable, and effortless.”

Dashboa’s platform integrates GEO/SEO, paid media, and analytics into a single intelligent ecosystem that helps companies uncover growth opportunities and automate optimization. The company has grown **over 100% year-on-year**, driven by rising demand for smarter digital marketing tools.

Gorilla Capital Partner **Risto Rautakorpi** comments: “Dashboa is providing a simple, yet not simpler solution to a problem that almost every company will run into - how to be found online. The search is changing rapidly, and companies need a clear solution for that. The fully “done for you” playbook that Dashboa provides has already got a proven track record of customers - and that is something we value highly.”

With this investment, Dashboa aims to continue its strong international growth and is **actively seeking strategic partners in global markets** to accelerate expansion and co-develop new AI-driven marketing innovations.

About Dashboa Dashboa is a Finnish AI-powered digital marketing and SEO intelligence platform that helps businesses and agencies optimize online performance through automation, analytics, and strategy. By combining SEO, PPC, and AI Optimization in one turnkey AI solution, Dashboa enables SMB companies to do marketing smarter, act faster, and scale globally.

“What attracted us to Dashboa was its consistent long-term growth on its product-led, AI-augmented core — an efficient digital heart that learns and adapts. That’s exactly the kind of promising early-stage company we love to support.” says Head of Startup Investments **Turo Numminen** from Sofokus Ventures.

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