



Krucx Doubles Revenue in 2015, Extending Market Leadership Position

Company sees widespread adoption of its data platform among major marketers

SAN FRANCISCO – January 7, 2016 – Krucx, the industry leading data management platform, today released a summary of its 2015 performance, highlighting a doubling of revenue year over year, a rapidly expanding client roster, and widespread adoption of its technology among leading consumer marketers. The significance of this continued market penetration was underscored as independent analyst research recognized its market leadership position in the data management space.

“2015 has been a watershed year for Krucx and a year of co-innovation with our clients, helping enterprises of all kinds develop new ways to put people data to work,” stated Tom Chavez, co-founder and CEO of Krucx. “It’s an honor to be trusted by so many leading enterprises to power their breakthrough consumer engagement strategies. Now extending well beyond its DMP roots, Krucx interacts with nearly 3 billion devices and browsers each month, operating at the center of a no limits intelligent marketing and media cloud.”

In 2015, Krucx revenues doubled, powered in large part by the success seen within the marketer segment, the source of roughly 60% of the company’s revenue growth. The company’s client roster expanded dramatically as well, with more than 200% growth in marketer clients alone. More than 170 marketers, agencies, and media companies now rely on the Krucx platform, with new client additions including companies such as ConAgra, Mondelez, JetBlue, PSA Peugeot Citroën, CarMax, Pandora, Keurig and Omnicom Media Group, among others.

“The Krucx platform and its solutions team are proving instrumental in enabling our data strategy, and helping us deliver richer, more relevant consumer brand experiences,” stated Fernando Arriola, vice president, media and integration at ConAgra Foods. “This continued success only serves to validate our decision to adopt Krucx’s technology platform, and we applaud Krucx for its long-term vision and continued leadership in the data management sector.”

In November, Krucx was recognized as an industry leader in The Forrester Wave™ Data Management Platforms, Q4 2015 [report](#), ranked highest in platform strategy relative to its peers, and singled out for its agility and innovation. In addition, in early January 2016 Krucx was named a Visionary in the Gartner Magic Quadrant [report](#) for Marketing Hubs report positioned highest on the ability to execute axis.

As the Forrester report states, “Krucx continues to forge its own path... with a far-reaching vision for highly customized person-based intelligence that will inform marketing decisions and much more in the future. It sees customer data management as the intelligence engine driving business decisions beyond marketing and across the whole enterprise, including commerce and content, with always-on services that parse the flood of data and connect it to the events, places and devices where it’s needed.”

In the course of the year, Krucx also expanded its geographic footprint and made significant additions to its leadership team. Krucx recently opened two new offices in Paris and Hamburg, now operating 10 offices across five continents. It has invested in its team as well, most notably with the addition of Jon Suarez-Davis, who joined Krucx as chief marketing and strategy officer in June. Prior to Krucx, Mr. Suarez-Davis was vice president, global media and digital strategy at the Kellogg Company. Most recently, Krucx named Xavier Y. Zang as vice president, solutions and growth. Mr. Zang is joining Krucx to help scale market-facing operations as the company’s aggressive expansion continues. Mr. Zang comes to this role drawing on decades of professional services and technology experience with companies such as McKinsey, Microsoft, Rapt, Zip Realty, and Viant.

“Krucx’s mission is to put people data to work for the world’s greatest brands,” said Jon Suarez-Davis, chief marketing and strategy officer at Krucx. “Our continued success reflects the growing appetite among marketers and media companies to implement intelligent data management solutions that enhance the value of brand engagements across every touch point throughout the path-to-purchase, and ultimately, drive business growth.”

About Krucx

Krucx helps companies worldwide deliver more valuable, more personalized marketing, media, and commerce experiences. Krucx’s cloud-based data platform operates in real time, unifying people data from all screens and sources into a single view of the individual; analyzing the data to understand each individual’s preferences; and activating the data across any delivery channel. Monthly, Krucx interacts with over 3 billion browsers and devices, serves over 20 billion page views, and processes nearly 2 billion CRM records. Founded in 2010, Krucx is a venture-backed company headquartered in San Francisco with ten offices across five continents. Krucx clients include companies like Kellogg, ConAgra, Mondelez, Time Warner, Meredith, BBC, and Ticketmaster, with enterprises achieving a 10x return or higher on their investment. To learn more, visit www.krucx.com, and follow Krucx on [LinkedIn](#), [Facebook](#), and [Twitter](#).

For more information contact:

Stephen Sumner

Lightspeed PR

stephen@lightspeedpr.com

845-489-0612