



Feathr Raises \$11 Million to Expand Digital Marketing Solutions for Associations and Event Organizers

Feathr – a leading provider of marketing technology for associations and event organizers – today announced it has raised more than \$11 million in a Series B round of funding led by Fulcrum Equity Partners, with participation from several existing investors including Freeman Digital Ventures.

Feathr plans to use the investment to further develop its product offering, enhance its customer experience, and expand its team to meet the needs of more organizations.

“Our mission is to empower our customers with the tools and best practices they need to expand their contributions to their members, attendees, and the industries they represent,” said Aidan Augustin, President and co-founder of Feathr. “This investment is a huge milestone along that path for our entire team.”

Feathr’s product suite was built specifically around the needs of associations and event organizers, which have historically been underserved by software solution providers. Feathr enables hundreds of organizations to enhance their marketing with modern, data-driven digital channels such as programmatic advertising and influencer marketing, with a focus on

industry-specific use cases such as attendee acquisition, membership growth, and sponsorship revenue generation.

"Freeman strongly believes that leveraging data insights and personalizing communications are essential practices for the healthy future of our industry," said Richard Maranville, Chief Products and Platforms Officer at Freeman. "Feathr continues to deliver innovative products aligned with this future, and we are excited to support this next chapter of their growth"

Over the last year and a half, the company has quadrupled its customer base, skyrocketing from serving 125 organizations in 2018 to now powering the marketing campaigns for over 500 organizations using Feathr to promote thousands of events, initiatives, and member programs. Feathr has also doubled its employee headcount in the past twelve months, adding more than 40 new team members to meet the growing needs of its customers and industry.

"We're thrilled at the tremendous growth we've seen in demand for our products and services. It validates the work we've put in so far, and inspires us to continue striving to become the complete and definitive marketing solutions provider for our space," added Feathr CEO and co-founder Aleksander Levental.

"We look at thousands of fast-growing companies each year, and Feathr has continued to stand out as a top innovator in the SaaS space," said Connor Winn, Senior Associate for Fulcrum. "Feathr understands the industries it serves on an extremely deep level, and that is reflected in its long-standing client relationships and the exceptional quality of its software and services."

About Feathr

Feathr is a digital marketing toolkit built specifically for the needs of associations and event organizers. Feathr's products—like Ads, Invites, and Conversations—help customers to leverage modern data-driven digital marketing channels, with the goals of increasing membership, growing event attendance, driving new revenue streams, and more. Today more than 500 associations and event organizers – from global market leaders such as Informa to regional organizations such as the Texas Society of Association Executives – use Feathr to market thousands of events, initiatives, and member programs to more than one hundred million customers around the world.

For more information about Feathr, visit www.feathr.co