

Vize Capital Acquisition Of Bevo Media Promises Exciting Upgrades And Customer Support Enhancements

Following the acquisition, Bevo Media foresees increased opportunity to expand affiliate marketing and performance marketing offerings for customers.

SAN DIEGO, CA, USA, September 14, 2015 /EINPresswire.com/ -- [Bevo Media](http://www.bevomedia.com/) (<http://www.bevomedia.com/>), a popular tracking platform and ad exchange in the performance marketing industry, has been acquired by Silicon Valley-based private equity firm [Vize Capital](http://www.vizecapital.com/) (<http://www.vizecapital.com/>). Vize Capital plans to invest significant resources into growing and further improving the platform.



Bevo Media's founder and CEO Ryan Bukevicz states, "This is a huge milestone for the Bevo team and our customers. Through this acquisition, Bevo Media will have the infrastructure to better provide for our thousands of advertisers and tens of thousands of tracker users. This milestone will help us to fulfill our ultimate vision of Bevo Media and take our company to the next level." Bukevicz plans on staying active within the company post-acquisition.

Launched in 2010, Bevo Media was one of the first third party [click-tracking platforms](#) made specifically for performance marketers. In 2013, Bevo Media launched the Bevo Ad Exchange, which features a streamlined affiliate channel where advertisers can bid on affiliates as traffic sources.

Vize Capital (VC), headquartered in the heart of Silicon Valley, is a global investment firm with several million dollars in assets under its management. VC manages assets through a variety of investment funds, focusing exclusively on Internet businesses worldwide.

"Over the last several years, BevoMedia.com has proven itself to be a leader in the performance marketing space. Bevo's technology remains ahead of the competition. With this acquisition, thousands of Bevo users can expect to see additional capabilities added to the platform," says Atif Kazmi, Vize Capital CEO.

VC seeks to create value by bringing operational expertise to its portfolio companies through active oversight and monitoring of its investments. VC complements its investment expertise with strong investor relationships.

"Bevo's technology will also serve as an add-on to another Vize Capital company, Vizdum (<http://www.vizdum.com/>). Together, both Bevo and Vizdum will act as a robust online marketing technology suite," added Kazmi.

About Bevo Media:

Launched in 2010, Bevo Media began with their Affiliate Portal, which serves as a one-stop-shop for affiliate marketers to not only manage and track their campaigns, but also provides optimization tools, keyword/ad tracking, and split testing. In 2013, Bevo Media expanded its offerings to include Ad Exchange, an innovative platform that allows advertisers to bid on affiliate traffic via CPA or CPC. A cornerstone in the performance marketing industry, Bevo Media was acquired in August of 2015 by Vize Capital.

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