



Pica9 Closes Funding Round to Fuel Growth of SaaS Platform, CampaignDrive

Top Local Marketing Automation Vendor Raises Capital to Continue Growth of SaaS Product for Major Enterprises

NEW YORK, NY, UNITED STATES, March 14, 2017 /EINPresswire.com/ -- Pica9, Inc., the leading provider of Software-as-a-Service (SaaS) local marketing automation to major franchise and

other distributed brands, today announced that it has raised additional working capital to finance the accelerating growth of its SaaS platform, CampaignDrive.

CAMPAIGNDRIVE™ BY PICA9

SaaS Platform CampaignDrive Gets Extra Funding Boost

The capital infusion will enable Pica9 to expand capabilities that have helped the company [win three major global brands in the past month](#) and further enhance its industry leading platform, CampaignDrive.

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Bruce Reading, Chairman

Citing the company's strong performance in the most recent quarter as evidence of Pica9's long-term prospects, investors oversubscribed the investment round. In addition, continued improvements in key operating metrics and confidence in the vendor's recent management hires were identified as key factors in driving investor demand. (Read more about Pica9's recent announcements at <http://pica9.com/news/>)

Pica9 Chairman, Bruce Reading, shared his satisfaction with the results of the fundraising. Asked about the importance of the investment round, Reading commented, “We are delighted with the progress and momentum in our business and it is clear that our shareholders and investors share in our enthusiasm. CampaignDrive is very well positioned as the leading global platform for SaaS local marketing automation, and investors fully recognize the magnitude of the opportunity. They've given the company and the product their vote of confidence.”

The investment round closed on the back of the recent news that Pica9, after an outstanding December quarter, continued their momentum, adding three major global brands to their customer count early in 2017. Spanning industries from fast-casual dining to wealth management, the new customers highlight a trend that has been instrumental in the investment narrative for the platform. (Read more here <http://pica9.com/news/new-customers-choose-campaigndrive-jan-2017/>)

CampaignDrive's SaaS framework makes it easier to configure the system for a wide variety of distributed marketing needs – everything from franchise networks with thousands of locations to distributed sales agents or brokers.

With more name-brand accounts joining the already diverse list of [companies Pica9 counts as customers](#), this flexibility has become a cornerstone of the vendor's advantage in the marketplace. Investors, voting with their wallets, certainly seem to think so.

New capital means Pica9 will be able to deepen its investments in three key areas that saw the company included as one of only three Distributed DAM platforms [featured in Gartner's Market Guide to Digital Asset Management](#). The company is planning to aggressively invest in its sales and marketing efforts as it continues to demonstrate leadership in the local marketing automation category. Pipeline growth has been consistent and is expected to accelerate, with more enterprise accounts interested in CampaignDrive. The marketing department is also expected to devote additional resources to create thought leadership resources that further raise the company's visibility with brand marketers.

Additional investment in R&D efforts is also on the radar for Pica9. In 2017, one strategic priority is to focus on API-based integrations to other marketing technologies, including Customer Relationship Management (CRM), procurement and workflow tools. Learn more about CampaignDrive at <http://pica9.com/features/>

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