

“Traditional media has become decentralized. The current gap between online media consumption versus ad spend will continue to drive high growth. User generated content, digital media, personalization and media tools produce new communication and revenue channels.”



— Joe Allegra, General Partner
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“There is cross industry adoption of ad/media technology - especially for solutions that streamline workflow, increases targeted distribution and enables monetization of content.”



— Ryan Ziegler, Principal
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Edison finances interactive marketing and digital media technology companies whose applications and infrastructure aggregate, streamline, monetize and measure new media, ad spend. This includes software, media exchanges and tech-enabled services that support the creation, publishing, advertising infrastructure and provisioning of content.



Edison Investment Experience with Leading Interactive Marketing & Digital Media Companies

- > Cadient
- > Fishbowl Marketing
- > Exclaim
- > Giant Realm
- > Innovectra
- > Operative
- > Sonicbids
- > Vocus



Promising Market Opportunities

- Analytics and optimization solutions
- Content monetization, syndication & delivery platforms (media marketplace or exchange)
- Dynamic rich media solutions (advergaming, virtual simulation, video, widgets)
- Marketing and brand automation platforms
- Media planning & campaign management platforms (multi-channel)
- Mobile marketing solutions (enabling commerce)
- Social media and networking (enterprise and consumer networks)
- Targeting ad / media networks (branded/content, self-serve and enterprise platforms)
- Social Gaming Platforms

Management from active and exited Interactive Marketing & Digital Media Technology companies share industry trends and best practices.