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TMT Investment Banking

Active Internet Advertising Investors

July 2013

## Top Seed / Series A Investors in Internet Advertising Market

### Top Investors by Volume, 2011 – Present

Investor	Investments	Targets
500 Startups	10	Lexity, PostRocket, Referly, Spinnakr, Unbounce Marketing Solutions, Userfox, Virol
SV Angel	6	Booshaka, NowSpots, Percolate Industries, Pipewise, Tubular Labs, TT Labs
Boston Seed Capital	5	Bluetrain Mobile, Clypd, Jebbit
First Round Capital	5	Elicit, Handshakez, Jirafe, Percolate Industries
Atlas Venture	4	Bluetrain Mobile, Clypd, Integral Ad Science, Unbounce Marketing Solutions
Betaworks	4	Bloglovin, Namomedia, Teleportd
Lerer Ventures	4	Bloglovin, Percolate Industries, Tubular Labs
Y Combinator	4	TT Labs, Userfox, Virol



Source: PitchBook through 07/08/13; number of investments may include follow-on investments in same target

## Top Series B Investors in Internet Advertising Market

### Top Investors by Volume, 2011 – Present

Investor	Investments	Targets
Greycroft Partners	6	Netsertive, Resonate Networks, Skimbit, SteelHouse, TagMan
First Round Capital	5	Moat, Solve Media, VigLink
iNovia Capital	3	Resonate Networks, TagMan
Revel Partners	3	MediaBrix, Tracx
Sequoia Capital	3	AgilOne, TayKey
SV Angel	3	Moat, SteelHouse
Venrock	3	Bizo, Dynamic Signal
WGI Group	3	Moat, Optimal



Source: PitchBook through 07/08/13; number of investments may include follow-on investments in same target

## Top Series C / D Investors in Internet Advertising Market

### Top Investors by Volume, 2011 – Present

Investor	Investments	Targets
Norwest Venture Partners	5	Act-on Software, Extole, Turn
Trident Capital	5	eXelate, Extole, Turn
Redpoint Ventures	5	Adap.tv, Extole, The Miaozen Systems
First Round Capital	4	33Across, DoubleVerify, Flurry
Intel Capital	4	BrightEdge Technologies, Kaltura
Sequoia Capital	4	Flite, Innovid, Lattice Engines
Shasta Ventures	4	Adometry, Extole, Turn



Source: PitchBook through 07/08/13; number of investments may include follow-on investments in same target

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