

INDICATE MEDIA CLIENT SUCCESS STORY

Client: Performance Horizon

Practice Areas: Technology, SaaS, Marketing Technology

Capabilities: Strategy, Media Relations, Content Development

Overview

Performance Horizon is the leading provider of SaaS solutions for digital partner marketing, enabling large enterprises to drive significant sales through their online marketing partners and affiliates. The world's top digital content, retail, travel and financial services companies rely on Performance Horizon's highly scalable platform to generate over \$3 billion in sales across 185,000 marketing partners. The benefits include highly flexible partner management capabilities; real-time measurement and tracking of performance; optimization through deep analytics; and settlement in over 50 currencies in 183 countries around the world. With offices in the U.S., UK, Japan and Australia, Performance Horizon is backed by top-tier investors, including Mithril, Greycroft Partners and DN Capital.

The Objective

In June 2016, Performance Horizon (a multi-year client of Indicate Media) secured a \$15.4 million dollar Series C funding round from investors including Mithril, Greycroft Partners and DN Capital. Our objective was to both promote the funding news across technology, finance, business and industry trade publications in the US and UK as well as tell the larger partner marketing story.

The Strategy

Indicate Media planned and implemented a strategy where we:

- Developed the strategic messaging and storyline to leverage Performance Horizon's high-profile funding announcement
- Created a strategic plan of action designed to garner maximum global exposure
- Pitched industry, technology and business media for executive interviews and editorial coverage
- Drafted all written materials including the funding press release

The Challenge

Being well organized and prepared is paramount when it comes to corporate news distribution. For this particular funding announcement, there were many moving pieces including a publish first exclusive to a high profile technology trade publication (i.e. the ability to cover the news first) as well as securing additional coverage of the announcement. Anytime an exclusive is offered, it's essential a proper strategy is implemented and all parties adhere to the planned timing of the distribution.

The Result

Indicate Media was able to oversee a well-executed funding announcement. The announcement resulted in numerous media coverage in tech, business, marketing and finance outlets including *TechCrunch*, *The Wall Street Journal*, *Fortune*, *The Newcastle Chronicle*, *Marketing Land*, and *PE Hub* among many others.

"Performance Horizon has been working in partnership with the team at Indicate Media for over four years. Not only have they secured solid media results on our behalf, they have also provided important contributions across our entire marketing strategy. If you are looking for a PR firm you can count on that truly understands high growth businesses, software, marketing and communications, I can highly recommend Indicate Media."

- Malcolm Cowley, CEO of Performance Horizon