

Betaout - behavioural marketing platform, raises seed round from celebrity angels

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Betaout announces this week that it has secured a \$500,000 funding round from some of the top entrepreneurs and investors in US and India.

Betaout is a Techstars company with offices in Chicago and Delhi. Betaout enables online businesses to increase conversions and personalise user engagement using real-time user persona and intent data. An all-in-one marketing personalisation and engagement platform that builds comprehensive user intelligence database and gives you tools to engage with users through email, on-site engagement and live-chat, sms and other channels

Betaout represents an evolution from the traditional fragmented marketing tools, which trapped user information among themselves and don't exchange information with others. This leaves marketers an incomplete picture of their customers and hence limit their ability to connect with customers on a personal level at scale.

The investors in current round include Amit Ranjan (cofounder, Slideshare), Abhishek Rungta (founder, Indusnet), Ankur Warikoo (CEO, Groupon India), Anupam Mittal (CEO, People Group), Ashish Kashyap (CEO, Ibibo Group), Ashish Tulsian (founder & CEO, Posist), Badri Sanjeevi (cofounder, CEO Mauj Mobile), Kunal Bahl (CEO & cofounder, Snapdeal), Girish Mathrubootham (CEO & founder, Freshdesk), Pallav Nadhani (founder & CEO, Fusioncharts), Phanindra Sama (cofounder, Redbus), Rohit Bansal (COO &

cofounder, Snapdeal), Sam Yagan (CEO, Match Group) via Corazon Capital, Shan Krishnasamy (cofounder & CTO, Freshdesk), **Sunil Goyal via YourNest**, Vaibhav Domkundwar (founder, Better Inc), Vaibhav Kakkar (founder, Rankwatch), and Vijay Shekhar Sharma (founder and CEO, PayTM)

“We are excited to have the support of some of the most experienced investors and industry pioneers,” said Ankit Maheshwari, CEO and co-founder of Betaout. “This funding will allow us to invest more in technology and ramp up our sales effort.”

Since officially launching its marketing platform to public in April 2015, Betaout has experienced double-digit monthly revenue growth and is serving few of the biggest ecommerce companies in South-East Asia.

About Betaout

Betaout, with its highly scalable and proprietary technology, makes ecommerce experience human again. It gives marketers the intelligence, intent, and even predict future behavioural habits of customers. Betaout also provides marketing channels to send marketing communications which is relevant, targeted and personalised.

Betaout was co-founded by Serial Entrepreneurs Ankit Maheshwari, Raghubir Thakur, Arjun Maheshwari & Nandini Rathi.

<http://timesofindia.indiatimes.com/business/india-business/Big-entrepreneurs-join-to-fund-Betaout/articleshow/48459836.cms>