

ZEFR Acquires Engodo

ZEFR Extends Platform to Include Instagram, Vine, Snapchat With Acquisition of Social Influencer Advertising Platform Engodo

VENICE, CA., (September 23, 2014) – ZEFR, the leading technology company empowering brands to identify and engage their online video audience, today announced the acquisition of social influencer advertising platform Engodo.

“ZEFR is making some big moves this year, including extending our reach to include additional social platforms like Instagram, Vine and Snapchat with the acquisition of Engodo,” said Zach James, co-founder, ZEFR. “We’ve experienced tremendous growth around our BrandID product, and we were ready to expand cross-platform. We identified the premiere technology leaders in the space and Engodo was the perfect partner for us.”

ZEFR’s BrandID technology helps brands and advertisers identify their biggest fans, influencers and topics in video, and engage with them. Advertisers are able to reach entire new audiences by allowing their fans to speak for them. ZEFR also manages and monetizes professional rights for major studios and labels.

ZEFR has experienced 100% growth over the past three years, and recently raised \$30 million in a new financing led by Institutional Venture Partners (IVP) that included participation from existing investors U.S. Venture Partners, Shasta Ventures, First Round Capital and Richmond Park Partners.

“ZEFR is the thought leader connecting brands and fans through technology. We knew we could do more with ZEFR and we wanted to be part of that growth,” said Engodo Founder Trygve Jensen. “The opportunity provided by combining ZEFR’s leadership and Engodo’s assets completely changes the landscape of influencer marketing.”

Engodo identifies the culture of brands on social media and allies them with the right creators on the mobile first platforms of Vine, Instagram, Pinterest and Snapchat as well as on YouTube, Facebook and Twitter.

“We’re thrilled to welcome Engodo to the ZEFR team,” said James. “We saw what they were doing on Instagram, Vine and Snapchat, and knew we had found the right technology team to increase our reach cross-platform to help brands truly identify their biggest influencers. We identified who we thought was doing it the best, and it’s the perfect compliment to what ZEFR has been doing for years with fans and video on YouTube.”

Engodo Founders Trygve Jensen, Brock Luker and Neal Williams are joining ZEFR as part of the acquisition. ZEFR is headquartered in Venice Beach, California with offices in New York, Boston and Chicago, and is expanding its offices to Utah as part of the acquisition.

About ZEFR

ZEFR is the leading technology company that empowers brands to discover and target their most important influencers and topics in video. With more data than any other YouTube partner, ZEFR’s BrandID platform provides a lens into culture and the tools to turn insights into more impactful media for brands.

As the technology company of choice for nearly all major Hollywood movie studios and music labels, ZEFR manages over 375 million videos online and tracks over 31 billion video views a month. ZEFR is a top ranked ComScore video property. The company is headquartered in Venice Beach, California with offices in New York, Boston, Chicago and Utah.

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