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Fully-Automated Ad Management Startup Multichannel Raises \$3M In Seed Funding

Posted Nov 23, 2013 by Catherine Shi on 11/23/13



Multichannel wants to help marketers fully automate their online advertising so they can focus on developing campaigns instead of staring at software dashboards all day. Based in Hong Kong and the U.S., Multichannel has raised \$3 million in seed funding from investors including founder Dmitry Fedotkin, the Hong Kong Government, angel investor Kevin Ng and a venture capital firm that wants to remain undisclosed.

The company will use its new capital to speed up the development of its automated marketing platform, which it describes as "rocket fuel on steroids." Multichannel's cloud-based software uses algorithms to manage online advertising campaigns across different channels and search engines like Google, Yahoo or Baidu.

To use Multichannel's platform, companies first add each of their advertising channels to the dashboard. The software looks at data from the company's past and present advertising campaigns to give recommendations on which regions to place ads. Its bid management system automatically manages rates for different keywords and guards against "click fraud," which unscrupulous advertising channels use to artificially inflate rates.

How Multichannel works

Multichannel says the advantages of its platform over other ad management products include lower costs for companies, less administrative tasks and potential "funnelized stability" into advertising channels across the world regardless of language, currency or local regulations (target users include companies seeking to advertise in China).

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Multichannel

INDUSTRY: SaaS

DESCRIPTION: Multichannel is the first worldwide marketing solution, bringing together conversion and regulatory barriers to deliver your message through differentiated marketing channels across the globe. Your message is delivered to targeted clients efficiently and effectively. Multichannel simplifies and reduces administrative overhead of your brand and helps them with tasks to help you maximize every...

LOCATION: Hong Kong, Hong Kong, Hong Kong

CONTACTS: Sales and Marketing, Advertising

EMPLOYEES: 5-99

WEBSITE: http://www.multichannel.com

Full profile for Multichannel

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ronbertata Nov 23, 2013
 seems like a great system to work with, especially for those in need for a real multi channel ad management. wonder though if \$300m is not too pricey.?

SanjaySudhakarNov23 Nov 23, 2013
 @ronbertata They offer a 30 day trial - so you can see how much more you get out of your marketing campaigns... the proof is in the pudding...

Roger Lee Nov 23, 2013
 Jay Nov 23, 2013

Gajpathi Raja Nov 23, 2013
 Automated Ad Management - looks like a good place to invest on. Makes the life of the market wings of separate houses far more easy & successful!

Simon Aguilar Nov 23, 2013
 Great to see so many Hong Kong startups doing so well. Exciting times for our city & the entrepreneurs that live here!

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