

# ActiveCampaign

Powering Optimal Customer Experiences for Businesses of All Shapes and Sizes



**“SilverSmith is just different than other firms out there. They are truly founder friendly and supportive in nature. I know a lot of people say this, but they actually live it.”**

Jason VandeBoom / Founder & CEO

## OVERVIEW

- Location  
Chicago, IL
- Founder & CEO  
Jason VandeBoom
- Founded  
2003
- Industry  
Sales & Marketing Software
- Prior Investment History  
Bootstrapped
- Company  
SaaS-based marketing automation platform primarily for SMBs

## BACKGROUND

After bootstrapping his way to early scale, founder and CEO Jason VandeBoom wanted a partner to help him both de-risk and take advantage of the massive market opportunity powering the interactions between small businesses and their customers. After speaking with numerous investors, Jason chose SilverSmith due to the firm’s domain experience and expertise, philosophical alignment on capital-efficient growth, and founder-centric approach that inherently trusts entrepreneurs to operate their own business.

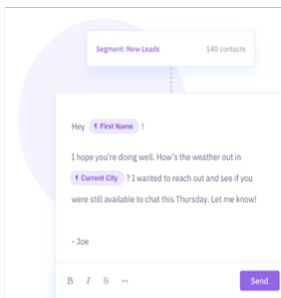
## PARTNERSHIP WITH SILVERSMITH

Since investing in 2016 as the first institutional investor, SilverSmith has been a partner to Jason as the company has evolved from an email marketing company to a global customer experience platform with over 100,000 customers in 170 countries.

- Helped drive identification/recruitment of key management team members including the company’s current CTO, CMO, and VP of Sales
- Worked to optimize go-to-market function - investing in/structuring sales resources, rethinking pricing and term options, investing in channel partnerships
- Supported company through \$100M Series B raise, helping to select eventual partner and investing more than pro-rata allocation

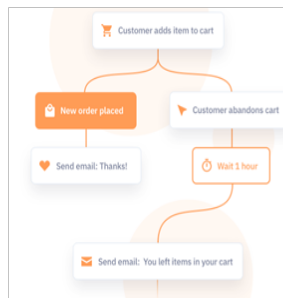
## ACTIVECAMPAIGN’S CUSTOMER EXPERIENCE AUTOMATION PLATFORM

### Email Marketing



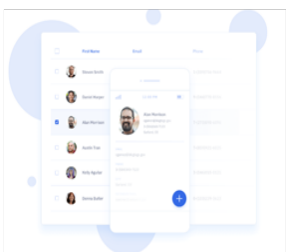
- Email Marketing
- Dynamic Content
- Segmentation
- Messaging

### Marketing Automation



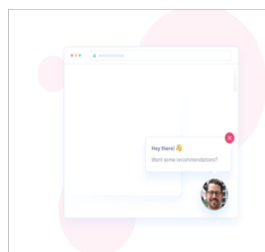
- Automation
- Contact Management
- Segmentation
- Email Marketing

### Smart CRM



- CRM
- Lead Scoring
- Win Probability
- Automation

### Website Messaging



- Site Messaging
- Engagement Tracking
- SMS
- Segmentation