

Impact

Powering the Partnership Economy



“Silversmith has been an invaluable investment partner as we invest in sales and marketing initiatives, expand our geographic footprint, and acquire complementary technology.”

David Yovanno / CEO

OVERVIEW

- **Location**
Santa Barbara, CA
- **CEO**
David Yovanno
- **Founded**
2008
- **Industry**
Sales & Marketing Software
- **Prior Investment History**
<\$5M of institutional capital raised
- **Company**
SaaS platform for digital partnerships

BACKGROUND

In 2016, Impact had the opportunity to acquire a digital fraud prevention business (Forensiq) and sought an outside investor to support the acquisition. Given Silversmith had already been exploring a stand-alone investment in Impact, the firm was able to act quickly as a supportive partner by providing outside perspective to the company and ultimately investing in it to support the acquisition.

PARTNERSHIP WITH SILVERSMITH

Silversmith has helped Founder & Executive Chairman Per Pettersen transition Impact from a small, founder-driven company to a global market leader with a deep leadership team, including a desired CEO transition.

- Invested significantly in sales & marketing headcount in North America, EMEA, and APAC to grow revenue 4x since Silversmith’s original investment
- Supported recruitment of key team members, including CFO and independent Board Member
- Supported diligence of three (3) acquisitions: Forensiq, Mediarails, and Activate

IMPACT’S PARTNERSHIP CLOUD

