



Botify Raises \$20M in Series B Funding, Opens Northwest Headquarters in Seattle

Investment Further Validates Leadership Position in Rapidly Growing Enterprise Organic Search Marketing Industry

New York, New York and Paris, France -- February 26, 2019 -- [Botify](#), the new standard in organic search marketing, today announced that it has closed \$20 million in Series B funding and is opening its second U.S. headquarters in Seattle, Washington. Botify's Series B financing was led by Idinvest Partners, with participation from Ventech, bringing the company's total funding to \$27 million. The investment will be used to fuel product innovation, customer adoption and success, and global expansion.

"With today's financing and the tremendous support of our investors, we will further cement Botify as the go-to partner for enterprise search professionals," stated Adrien Menard, CEO and Co-Founder of Botify. "Since we founded Botify in 2012 and subsequently made our U.S. debut in 2016 at [Techcrunch Disrupt](#), organic search has gained complexity due to 'mobile-first' initiatives and the predominance of Javascript. Botify is in a unique place to solve these complexities with our device-agnostic, technical SEO platform, which is quickly becoming the new standard interface between search engines and large websites looking to be indexed in organic search results."

Botify's Seattle headquarters, which opens March 1, will be home to both sales and customer success professionals. This team will extend Botify's worldwide footprint, providing enterprises with the data, tools, and diagnostics necessary to create and maintain high quality digital assets for search engines and voice assistants.

"We believe that Botify has the right vision for this market. They're delivering a great impact for their customers and are poised to take the enterprise search marketing sector to new heights," said Benoist Grossmann, Managing Partner, Idinvest Partners. "We are extremely impressed with the work Botify has done to date and we're very excited to continue to support them in this next chapter."

Thomas Grange, CTO and Co-Founder of Botify continued, "Search is the DNA of the web, if it doesn't work, the web doesn't work. With approximately 80,000 queries done every second on search engines, it is critical for companies to optimize the organic search process to be found.

In fact, if you're searching the web, you're likely clicking on results optimized based on insights provided by Botify as we are working with some of the world's largest enterprises such as Expedia, Nike, Marriott, and hundreds more."

The funding comes on the heels of a stellar year in which Botify grew over 200% in the U.S. and delivered many innovations, such as structured data analysis, javascript crawling, mobile versus desktop parity content analysis; and the release of Botify Keywords. Additionally, Botify received numerous accolades in 2018 including being named one of the leading enterprise SEO platforms by MarTech Today and receiving the French BPI Innovation Award for its Botify AI project about content quality.

About Botify

Founded in 2012, Botify is the standard in enterprise organic search marketing. Unlike existing offerings, Botify is built as a device-agnostic, technical SEO platform, enabling enterprises to build their websites with optimal organic search performance. Enterprises worldwide including Expedia, Nike, Marriott, Zalando, The Home Depot, Refinery29, and Conde Nast use Botify's proven platform to drive incremental revenue and traffic from organic search. Botify is privately-held and has offices in New York, Seattle, Paris, and London. For more information visit <https://www.botify.com/>.

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