

# Press Release

FOR IMMEDIATE RELEASE

## IGNITE TECHNOLOGIES ANNOUNCES ACQUISITION OF DIGITAL MARKETING AND SEARCH INDUSTRY LEADER PLACEABLE, LLC

*Acquired company is a trusted source in local marketing solutions for some of the world's largest brands*

**AUSTIN, Texas — April 21, 2017** – Ignite Technologies, a member of the [ESW Capital](#) group of companies, today announced that it has acquired Placeable®, LLC, a Denver, Colorado-based, recognized leader in digital, local marketing solutions. Terms of the transaction were not disclosed.

Placeable's local marketing solutions includes [Workbench](#), a cloud-based solution that ensures customers' critical location data is a source of truth and accuracy for improved search visibility by cleansing, standardizing and formatting the data to ensure accurate local listings across search engines, social media and data aggregators. The [Local Pages](#) platform delivers customized, responsive web pages with local information using customers' URL structure ensuring a consistent user experience across all devices, driving best-practice Search Engine Optimization (SEO) and conversion.

"Placeable is a leading-edge provider of critical technology in today's hyper-competitive, digital marketing and SEO solution marketplace," said Davin Cushman, Ignite's Chief Executive Officer. "The addition of Placeable's SaaS-based solutions strengthens our marketing analytics business embodied in our [Thinkvine](#)® solution, which provides decision support to optimize our customers' marketing investments. Current Thinkvine customers and our new Placeable customers joining the Ignite family will be excited to explore these complementary products now available to them through our unique [Ignite Prime](#) program. Ignite Prime is an amazing program which provides free enterprise software including standard technical support, and with the Placeable acquisition we have now strengthened a CMO's tool set to help drive their business."

"Ignite has demonstrated their leadership and record for customer success in the enterprise software business," said Ari Kaufman, Chief Executive Officer of Placeable. "We are proud of the leading-edge solutions the Placeable team has crafted and delivered to organizations who lead their industries, and with Ignite's additional marketing solutions this is a hand-in-glove fit that will serve our customers well, now and into the future."

In keeping with its acquisition strategy, Ignite is immediately ready for existing Placeable customers to provide a seamless transition of services, attention and focus on customer satisfaction. Placeable's website data, including access to Workbench is now available on Ignite's website at <http://ignitetech.com/placeable>.

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### **About Ignite Technologies, Inc.**

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit [ignitetech.com](http://ignitetech.com).

### **About ESW Capital, LLC**

Based in Austin, Texas, Enterprise Software (ESW) Capital has honed a finely-tuned methodology focused on buying, strengthening, and growing mature business software companies. By taking advantage of its unique operating and development platforms, ESW revitalizes its acquisitions for sustainable success while making customer satisfaction a top priority. ESW and its affiliated companies have been in the enterprise software space since 1988, and the group includes notable brands such as Ignite Technologies, Trilogy, Aurea, and Versata. For more information, visit [eswcapital.com](http://eswcapital.com).

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