

Prowly raises \$1,1M in series A – Internet Ventures fund and Bluerank invest in Prowly

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Prowly, SaaS platform (Software as a Service), designed for PR professionals to streamline their communications efforts, gets pre-A series round. The investors are Internet Ventures FIZ, and Bluerank, a digital marketing agency. The project will receive funding for expansion abroad up to \$1,1M.

Prowly is a platform that helps raise awareness around a brand or a company. It guarantees to improve work organisation for individuals and teams working in PR, by providing the possibility to integrate communication with media and opinion leaders in one intuitive tool. At the heart of Prowly's technology is what company calls Brand Journals, which enable companies and agencies to put all of their social and video channels, photos and blog posts in one place that tells their brand story on a continual basis. Prowly also enables its users to manage contact databases, create aesthetically pleasing brand releases and their distribution.

“Our business model is based on monthly recurring revenue, which makes it very transparent and allows us to prepare relatively precisely plans for growth. On the other hand, it's attractive from a potential client's viewpoint, since the platform can be thoroughly tested before making a decision to use it long-term”, said **Joanna Drabent, CEO and co-founder of Prowly.**

Prowly has been in the market for almost two years. The platform is being used by many prestigious brands, including IKEA, Spotify, National Geographic and Allegro. Prowly has also expanded internationally and acquired its first clients in the United Kingdom, Belgium and the United States. Prowly is a member of the European Tech Alliance, with some of the biggest technology startups from Europe (Spotify, BlaBlaCar, Deezer) supporting the European Commission in the Digital Single Market (DSM) project.

“We believe that PR will be subject to dynamic transformations in the following years, in which useful SaaS resolutions will become necessary for effective branding and complex communication management. Intuitive apps like Prowly aptly define the needs of Public Relations professionals, enabling them to do their daily media relations through one tool. Even now, Prowly as a product has a unique solution – the Brand Journal, which is the new face of press offices online, letting brands integrate all communication in one place”, stated **Tomasz Danis, Internet Ventures FIZ fund manager**.

In 2013 Prowly gained its first investor – technology incubator Ventures Hub, from IQ Partners’ fund portfolio. Acquired resources made it possible to build a beta version of the platform and gain its first paying customers.

In the current financing round, aside from Internet Ventures FIZ fund, whose participant is the National Capital Fund, Prowly is receiving funding from Bluerank, SEM and Digital Analytics Agency..

“Prowly’s development strategy perfectly fits the newest e-marketing trends, especially in Content Marketing. Brand Journals are a great addition to our offering, and our international experience in digital marketing will improve the Prowly team’s skills in that area and aid in their business development”, commented **Maciej Galecki, Bluerank CEO**.

About Prowly:

Prowly is an online platform for PR pros designed to streamline their media relations efforts. At the heart of Prowly's technology is what company calls Brand Journals, which enable companies and agencies to put all of their social and video channels, photos and blog posts in one place that tells their brand story on a continual basis. Several hundred professionals already use Prowly, including PR team members for brands such as IKEA, Spotify and National Geographic. Prowly is a member of the European Tech Alliance, alongside some of the biggest technology startups from Europe (Spotify, BlaBlaCar, Deezer), supporting the European Commission in the Digital Single Market (DSM) project.

www.prowly.com

About Bluerank:

Bluerank is a business partner of the biggest companies in Poland and the rest of the world, providing services such as Search Engine Marketing and Digital Analytics. Bluerank actively participates in various key organisation in the industry, including, amongst others, IAB, e-Commerce Poland, SEMPO and Digital Analytics Association.

www.bluerank.pl

About the National Capital Fund (Krajowy Fundusz Kapitalowy - KFK):

KFK is a fund of funds. It invests in venture capital funds, which in turn fund the development of companies looking for resources to evolve their innovative projects, and fund the development of micro, small and medium-sized companies established in Poland, with particular emphasis on innovative businesses, conducting research and development, and entrepreneurs with great development potential.

www.kfk.org.pl