

Have you nominated someone for a Crunchie today? »

Placecast Raises \$5 Million For Location-Based Advertising Platform

by **Leena Rao** on November 18, 2009

Location-based marketing platform **Placecast** has raised \$5 million in funding from Quatrex Capital, **Onset Ventures** and **Voyager Capital**.

Placecast's platform uses proprietary algorithms that weave together location information and other data from audiences across the web, mobile, and email. Placecast then analyzes inventory, segments audiences and targets ads for maximum relevance for advertisers and publishers. Placecast manages all of a publisher's web and mobile inventory, as well as serves targeted ads and messages into outgoing emails.

The startup is also getting into mobile web capabilities for retailers, enabling retailers to communicate with their shoppers about location-based alerts. Placecast aims to use these mobile alerts, which are opt-in, to drive in-store traffic. The new round of funding will be used to accelerate progress on the company's this technology.

Advertisement

Actively Discussed Posts

Bing Tries To Buy The News

211 comments

Chrome OS And The Microsoft Squeeze

149 comments

Phil Schiller Grants Interview About Apple's App Store, Claims Devs Actually Like Approval Process

97 comments

TechCrunch Readers: God is Your Co-Pilot, and Stuff that Piggy Bank

84 comments

Facebook's iPhone App Is Broken. Who Will Fix It?

83 comments

© 2009 TechCrunch

3717K readers
BY FEEDBURNER

[About](#) [Advertise](#) [Archives](#) [Company Index](#) [Contact](#) [CrunchCam](#) [Jobs](#) [Trends](#)