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Wednesday, March 24, 2010
Last updated 9:51 a.m. PT



Voyager Adds Funding for Placecast

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XCONOMY

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Seattle-based venture firm Voyager Capital [has participated](#) in a \$3 million follow-on financing for Placecast, a San Francisco-based mobile marketing startup. Existing investors Quatrex Capital and Onset Ventures also participated in the funding, which is an add-on to [the \\$5 million Series B round the company announced last November](#). Placecast, also known as 1020, is a location-based advertising platform that combines data across Web, mobile, e-mail, and Wi-Fi to increase the relevance of ads for publishers and advertisers. Voyager's [Enrique Godreau talked about 1020's mobile ad platform](#) in an interview with Xconomy in 2008.

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