

# Evocalize Raises \$12M Series A Financing

## Client News

January 18, 2022

Gunderson Dettmer represented client Evocalize, a real-time automated contextual marketing platform, in its \$12 million Series A financing led by Move, Inc. The company's technology supports businesses across industries by providing machine learning systems that transform content and data into advertisements. The new capital will be used to develop automation and machine learning capabilities, add new channels to the company's platform, and expand into new industries.

In the [announcement of the transaction](#), CEO of Evocalize Matthew Marx said, "Our team has been working closely with Realtor.com for over five years now. No one knows our technology or team better than the industry leaders at Realtor.com, and that makes this investment humbling and incredibly validating of our team and vision. Move's investment will allow us to deepen our technology solutions, add additional channels and cross-channel optimization capabilities, and help more industries and the local businesses that surround the home and are impacted by the home transaction."

The Gunderson deal team was led by Wes Watts and included Alex Devine and Muskan Mumtaz.

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