

D1 Capital Partners Invests in \$275M Financing of VideoAmp

Client News

October 24, 2021

Gunderson Dettmer represented client D1 Capital Partners as an investor in the \$275 million financing of VideoAmp, a developer of an integrated screen optimization platform. The company intends to use the new capital to accelerate rollout and adoption of its platform as a media currency for the entire advertising ecosystem as well as scale its internal success teams.

In the [announcement of the transaction](#), founder and CEO of VideoAmp Ross McCray said, “While the ability to consume content on any device at any time is great for the consumer, the legacy media measurement and currency systems powering these services are fragmented, riddled with complexity and inaccurate. These systems are providing an incomplete and siloed view of audiences and creating massive inefficiencies for the industry. We are thrilled to complete this round of fundraising and partner with these world class investors to properly scale our platform to create a healthier ecosystem for everyone.”

The Gunderson deal team was led by Greg Volkmar and included Jeff Stricker and Blessing Havana.

Companies:

[D1 Capital Partners](#)

[VideoAmp](#)

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