



Bluefish Raises \$43 Million Series B

Client News

April 14, 2026

Gunderson Dettmer represented Bluefish, the agentic marketing platform for Fortune 500 brands, in its \$43 million Series B financing co-led by Threshold Ventures and New Enterprise Associates with participation from Amex Ventures, TIAA Ventures, Salesforce Ventures, and continued participation from Bloomberg Beta. Existing investors Crane Venture Partners, Laconia, and Swift Ventures also participated in the round. The new raise brings Bluefish’s total funding to \$68 million.

Bluefish gives enterprise marketing leaders from the world’s most valuable brands clear visibility into how AI systems understand, influence, and measure brand performance across the agentic internet. The new funding will bolster the company’s leadership position in the enterprise segment of the rapidly growing agentic marketing industry.

“Having reached over 1 billion monthly active users within 12-months of launch, AI is clearly the next major marketing channel on the internet, just like search, social or mobile before it,” said Alex Sherman, co-founder and CEO of Bluefish, [in the announcement of the transaction](#). “From day one, Bluefish has focused exclusively on building the most comprehensive agentic marketing suite in the category, and it is becoming the enterprise tool in Fortune 500 marketers’ arsenal.”

The Gunderson deal team was led by Adam Reuben and included Anand Mehta, Jaime Lacson, and David Koenig.

Companies

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[Threshold Ventures](#)

[New Enterprise Associates](#)

Amex Ventures
TIAA Ventures
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Bloomberg Beta

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