

Brand intelligence platform Attest raises £12.1M

Market, brand and consumer intelligence platform Attest has raised £12.1M (\$15M) to deliver on its promise of democratising consumer insights across all businesses aiming to be truly consumer-centric.

The funding will help Attest to accelerate its expansion in the US, where the team is growing quickly with Marc Schraer, Senior Vice President North America, and Tamer Abouleinein, Account Executive

This new investment follows a \$16M Series A funding secured in 2019, which was led by VC firm NEA. The latest funding round featured a currently confidential lead, with participation from NEA.

Attest, which has been recognised as one of Europe's leading tech companies in '10 Ones to Watch' in The Sunday Times Tech Track 100 and in LinkedIn's Top 25 Hottest Startups, enables companies to engage directly with over 100M consumers across 80 countries to inform ideas and business decisions.

"We're thrilled to announce this new investment and these two key appointments. It means we're

one step closer to making insights on-demand a reality for every business and function. Attest exists to make consumer research so simple and accessible, it's open for anyone in any business to continuously use at a global scale. With many companies seeking clarity on events evolving in real-time, and working hard to adjust to remote working, quick access to reliable data is more important than ever. Attest is perfect for teams working remotely, as it's designed to help conduct any research, all from your laptop, with built-in collaboration.” – Jeremy King, Founder and CEO of Attest

Jeremy King says Attest's live research capability has come into its own during

the current pandemic, with the platform experiencing a surge in demand and engagement.

“Our clients have been able to rapidly gain answers to questions as they adjust their short and long term strategies in response to the current climate.

Activity levels in Attest are up 2.25x beyond anything we’ve seen before; it’s wonderful to be able to help guide and enlighten clients at the times they need to adapt and evolve quickly. Our clients are making really amazing discoveries, like how recent product scarcity has opened up new buyers, new habits and new channels. Trends and patterns are changing constantly, and our clients are able to gain instant feedback on live ideas. Several clients have had some really bold moves related to rapidly-evolving market conditions, and when it comes to knowing what works vs. what’s overstepping the limits, consumers hold all the answers.” – Jeremy King, Founder and CEO of Attest

Clients to recently sign up or grow contracts with Attest include Santander, Farfetch, Gymshark, Walgreens Boots Alliance, Klarna, Discovery, and Heineken.

Attest publishes a quarterly magazine to showcase case studies highlighting branding choices and strategies from global brands which you can receive at

home. [Find more details here.](#)

Article by MADDYNESS