Press release

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**Bluerank and Internet Ventures invest in Prowly**

[**Prowly**](http://www.prowly.com)**, SaaS platform (Software as a Service), designed for PR professionals to streamline their communications efforts, gets pre-A series round. The investors are** [**Bluerank**](http://www.bluerank.pl)**, a digital marketing agency, and Internet Ventures FIZ, managed by Private Equity Managers Group. The project will receive funding for expansion abroad up to $1,1M.**

[Prowly](http://www.prowly.com) is a platform that helps raise awareness around a brand or a company. It guarantees to improve work organisation for individuals and teams working in PR, by providing the possibility to integrate communication with media and opinion leaders in one intuitive tool. At the heart of Prowly’s technology is what company calls Brand Journals, which enable companies and agencies to put all of their social and video channels, photos and blog posts in one place that tells their brand story on a continual basis. Prowly also enables its users to manage contact databases, create aesthetically pleasing brand releases and their distribution.

The platform is being used by many prestigious brands, including IKEA, Spotify, National Geographic and Allegro. Prowly has also expanded internationally and acquired its first clients in the United Kingdom, Belgium and the United States. Prowly is a member of The European Tech Alliance, with some of the biggest technology startups from Europe (Spotify, BlaBlaCar, Deezer) supporting the European Commission in the Digital Single Market (DSM) project.

- *Our business model is based on monthly recurring revenue, which makes it very transparent and allows us to prepare relatively precisely plans for growth. On the other hand, it’s attractive from a potential client’s viewpoint, since the platform can be thoroughly tested before making a decision to use it long-term* - said Joanna Drabent, CEO and co-founder of Prowly.

The raised funds help Polish startup speed the expansion abroad and the product development up. As a result, it enables Prowly to be up to date with some new trends on the communications market and gain an advantage over the competition. It is possible due to Bluerank’s "smart money" approach - the digital marketing agency will provide a financial injection into the business as well as the essential know – how to improve their product in terms of digital analytics.

*- Prowly’s development strategy perfectly fits the newest e-marketing trends, especially in Content Marketing. Brand Journals are a great addition to our offering, and our international experience in digital marketing will improve the Prowly team’s skills in that area and aid in their business development -* commented Maciej Gałecki, Bluerank CEO.

In 2013 Prowly gained its first investor - technology incubator Ventures Hub, from [IQ Partners](http://iqpartners.pl/en/)’ fund portfolio. Acquired resources made it possible to build a beta version of the platform and gain its first paying customers.   
In the current financing round, aside from Bluerank, Prowly is receiving funding from Internet Ventures FIZ fund, whose participant is the National Capital Fund.