

**Contact Information:**

Josh Purdy
Public Relations Manager
Leadpages
josh.purdy@ave81.com

LEADPAGES ACQUIRES MARKETING AUTOMATION COMPANY DRIP

MINNEAPOLIS, Minn. – July 7, 2016 – [Leadpages](#), the world's most popular lead generation and landing page platform, today announced that it has acquired [Drip](#), a marketing automation company, for an undisclosed amount. This acquisition comes one year after Leadpages' [\\$27 million Series B financing round](#), led by Drive Capital, Foundry Group, and Arthur Ventures. According to the company, this acquisition is just the first in a series of partnerships, acquisitions, and other announcements you can expect to see from Leadpages in the coming year. The addition of Drip brings sophisticated marketing automation and a visual campaign builder to the Leadpages catalog.

"This acquisition will help our customers convert more leads into customers," said Clay Collins, Leadpages CEO and co-founder. "Some of the best marketers I know have been asking Leadpages to integrate with Drip, so we started digging into the product. What we found was a solution available at a small business price point that was better than \$100K+/year automation solutions marketed to Fortune 500 companies."

Drip comes with a robust feature set that includes customer journey mapping, advanced workflow automation, lead scoring, and event-triggered communication. The acquisition also adds top product, engineering, and customer success talent to the Leadpages team, starting with veteran entrepreneur Rob Walling and his co-founder Derrick Reimer.

"The addition of the Drip team to Leadpages will make for the best product development team in small business marketing software," said Collins. "Rob and Derrick are brilliant product people, and their team will have a material effect on the value we provide to over 40,000 customers."

Drip's CEO Rob Walling, who also founded Microconf, and other team members will join Leadpages at the company's Minneapolis headquarters in July, growing the Leadpages team to over 180. Leaders of both companies say the Drip feature set will allow Leadpages to better serve larger enterprises, support existing customers as they grow, and provide businesses of all sizes with industry-leading campaign management and automation.

Said Walling, "My vision is to continue pushing forward on the path we've traveled for 3 years, but use the extensive resources of Leadpages to launch features faster, and make Drip a better product in a way we couldn't accomplish on our own."

Leadpages will continue to enthusiastically support other email service providers and marketing automation solutions in addition to Drip.

"We remain committed to the open marketing stack and encourage our customers to use whatever email automation service suits them best," Collins said. "We will continue to provide robust integrations between Leadpages and all other major marketing platforms. Similarly, Drip will continue to maintain its open API and support integrations with other lead generation and landing page solutions, even if they're directly competitive with Leadpages."

Drip was founded in 2012 with headquarters based in Fresno, CA. FE International, Inc. acted as advisor to Drip during the transaction.

About Leadpages

Leadpages is the world's most popular lead generation and landing page platform, serving more than 40,000 businesses around the world and generating more than 150 million leads for its customers. Leadpages' suite of digital marketing tools—including landing pages, web forms, automation links, SMS lead generation processes and A/B split testing—has helped businesses drive more signups and sales and increase their conversion rates, in some cases by more than 400 percent. The Leadpages platform enables businesses to capture more email signups, webinar attendees, white paper downloads, and product sales. Users can publish pages to WordPress, Facebook, or their own servers. Founded in 2013, Leadpages is based in Minneapolis, MN and is backed by the Foundry Group, Drive Capital and Arthur Ventures.

For more information on Leadpages, including employment opportunities visit
www.leadpages.net.

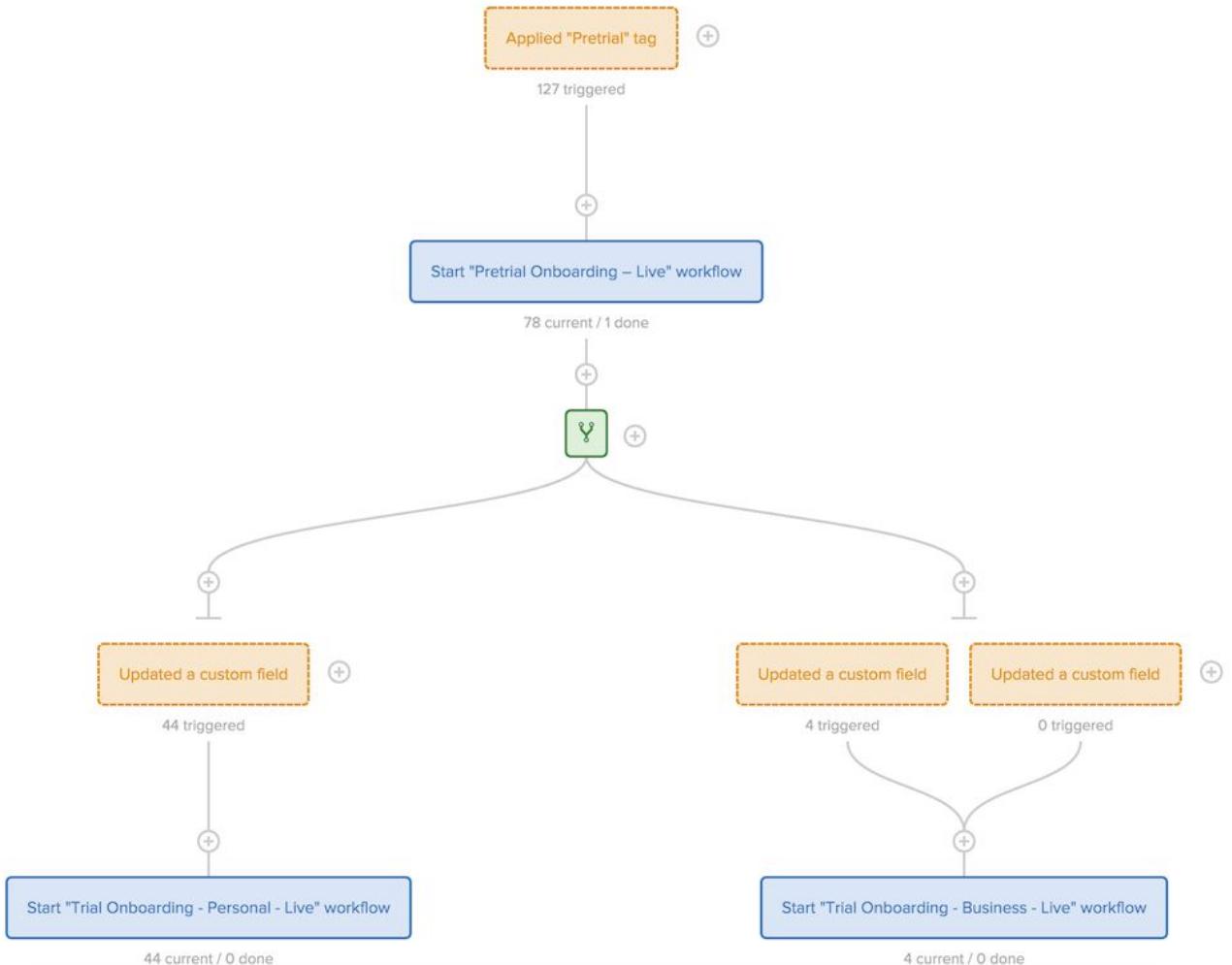


Figure 1. A marketing campaign created with Drip's Workflow tool.

May 01, 2015



Tagged as “Customer”

[Toggle properties](#)



Became a customer



Received “Why Lead Nurturing Could Be Your Most Powerful Marketing Strategy In 2015”

This email belongs to the “General Marketing Sequence” campaign

- Opened **28 minutes** later, a total of **1 time**

Mar 04, 2015



Achieved conversion goal “Drip Trial Signup”

This conversion is valued at **\$260.00**



Removed from “Drip Trial Missing Card”

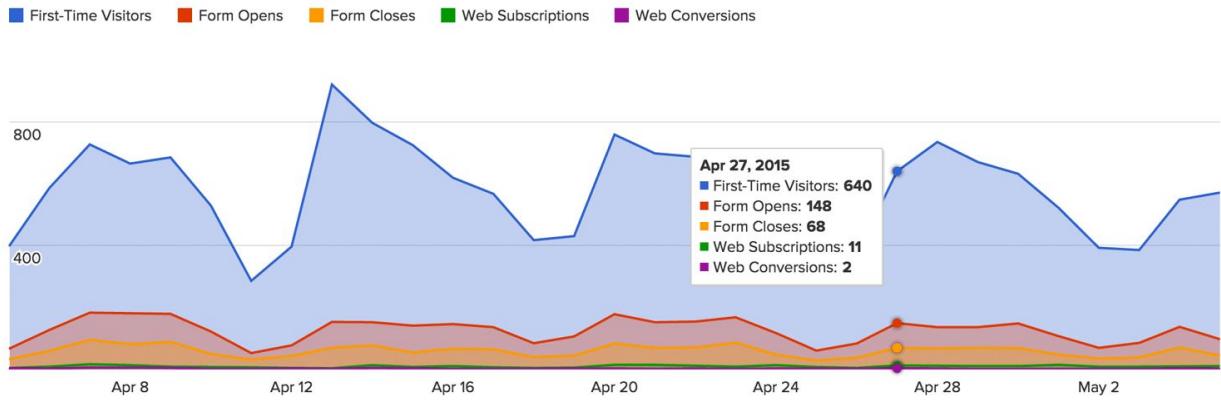
This subscriber will no longer receive emails from this campaign

[Toggle properties](#)



Started a trial

Figure 2. A customer timeline for a contact record in Drip.



17,847

FIRST-TIME VISITORS

1.4%

COHORT SUBSCRIPTION RATE

5.7%

COHORT CONVERSION RATE

Figure 3. One of many analytics dashboards provided by Drip.