



## **AUREA ACQUIRES HIPCRICKET**

***Aurea strengthens its Customer Experience Platform with Hipcricket mobile marketing and advertising; Hipcricket customers benefit from new, end-to-end Customer Engagement Solution***

AUSTIN, Texas, June 3, 2015 – Aurea™, the Transformative Customer Experience Company, has announced the completed acquisition of Hipcricket, a leading provider of mobile marketing and advertising solutions.

Hipcricket provides a unified mobile engagement platform that drives awareness, sales and loyalty. Its AD LIFE® platform has been used by internationally recognized brands and agencies to power more than 400,000 campaigns across SMS, 2D/QR codes, mobile websites, advertising networks, social media and branded apps.

With this acquisition, Aurea dramatically expands its suite of solutions, designed to help companies deliver transformative experiences for their customers. Today, Aurea serves more than 1,500 companies worldwide through its “Customer Experience Platform,” helping them to build, execute, monitor and optimize the customer journey across a range of industries.

“Aurea and Hipcricket customers will now have access to a much broader and more powerful set of Customer Engagement Solutions – from world class CRM and e-mail marketing, to Hipcricket’s innovative mobile marketing and advertising solutions. Together, this integrated solution will transform the customer experience, delivering more loyal and profitable customer relationships,” Aurea CEO, Scott Brighton, stated.

“The acquisition will benefit Hipcricket customers in many additional ways,” Chris Miller, the General Manager of Hipcricket explained. “First, in the attention and level of focus Hipcricket customers will receive. Aurea’s unique *100% Customer Success* relationship model delivers business value day after day, with our employees assessed and rewarded depending on their customers’ success. And with the resources of a larger, global company, Hipcricket customers can now expect both an accelerated pace of product development and greater security in their mobile marketing investment.”

**About Aurea**

Aurea™ enables companies to deliver transformative customer experiences. Our Customer Experience platform helps customers build, execute, monitor and optimize the end-to-end customer journey for a diverse range of industries including Energy, Retail, Insurance, Travel and Hospitality and Life Sciences. With over 1,500 customers worldwide including Disney, British Airways, Bank of America, United Healthcare and MetLife, Aurea combines a maniacal focus on customer success with innovative technology and world-class delivery. For more information, visit <http://www.aurea.com>.

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