

Integrate, co-founded by University of Colorado grad Jeremy Bloom, raises \$11 million

By Mark Jaffe The Denver Post The Denver Post
Posted:

DenverPost.com

Integrate, a developer of Internet advertising services co-founded by two-time Olympian Jeremy Bloom, has received \$11 million in venture capital, the company said Wednesday. The money comes from Comcast Ventures, Liberty Global and other investors.

Founded in 2010, Integrate has built a technology that automates ad serving, tracking and the attribution value for advertisers. The company has offices in Denver, San Francisco, New York and Scottsdale, Ariz.

"Today's successful advertisers need more than an outstanding creative approach. They need an integrated distribution strategy that places their messages in front of the right eyeballs on the right devices, combined with real-time attribution data that measures the full impact per channel," Bloom said in a statement.

"As advertisers shift more budget towards performance buys and as audiences become increasingly fragmented, Integrate is using technology to simplify process and optimize results for their customer," Sam Landman, principal with Comcast Ventures, said in a statement.