

Trackonomics secures £1.2million investment led by 24Haymarket

Trackonomics, the London and Tel Aviv based company led by co-founders Hanan Maayan and Kfir Barnea has announced a £1.2 million investment round led by London VC 24Haymarket. Trackonomics is pioneering aggregation and automation solutions for the performance marketing industry.

Trackonomics boasts an impressive array of clients, particularly among large media companies - BuzzFeed, Condé Nast, Gizmodo Media, American Media and many more are all currently using Trackonomics to automate and optimise their affiliate marketing strategies.

Co-founder Hanan Maayan said:

"We are on a mission to reduce the friction points in affiliate marketing and build an intelligent and fluid platform for performance marketers everywhere. We strongly believe that in this age of ever-growing user acquisition costs, affiliate marketing will become an essential monetisation channel for every publisher and an essential acquisition channel for every advertiser."

Maayan and his team are viewing this new investment not just as a vote of confidence in their strategy, but as the start of a new phase of intensive product development, aiming to further expand their global footprint and develop the proposition further in the US and European markets.

Paul Tselentis, CEO of 24Haymarket, commented:

"We are excited to partner with Hanan and his talented team at Trackonomics. The Company's performance marketing platform both solves a pressing need and creates new revenue opportunities for its clients. We're confident that the explosive demand that the Company has experienced in the past year will continue and look forward to supporting the Company to capitalise on the opportunities that lie ahead."

Joining the Trackonomics Board will be Fiona Dent, who until recently served as Group Managing Director of Lifestyle at Time Inc (UK) and was a Board Director of the company for 10 years. She brings over 20 years digital publishing and performance marketing experience and was Board champion for development of e-commerce propositions. Her extensive sector expertise will help steer Trackonomics through the next exciting phase of growth.

Further information

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Notes to Editors

For further information about [Trackonomics](#)

About [24Haymarket](#)

24Haymarket is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any particular company. 24Haymarket's Investor Network includes several highly-experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. We invest our own capital in direct alignment with entrepreneurs and typically seek board representation to actively support their growth agenda. Since inception in 2011, 24Haymarket has invested in more than 50 high-growth businesses.