

FirstCapital advises Connectif on investment from Investcorp Technology Partners

LONDON, England

FirstCapital is pleased to announce that it has advised Connectif, a fast-growing provider of AI-powered omnichannel marketing automation solutions, on an investment from Investcorp Technology Partners (“ITP”), the technology investment arm of global alternative investment firm Investcorp.

ITP has acquired a majority stake in Connectif in a transaction that marks its first investment in Spain, and the sixth from Investment Technology Partners Fund V. The partnership will support Connectif in cementing its market-leading position, accelerating its international expansion and further scaling its operations.

Connectif empowers ecommerce businesses to understand, engage and convert customers across multiple channels. Leveraging artificial intelligence and a data-first architecture, its unified platform analyses customer data and activates real-time insights, allowing brands to deliver personalised shopping experiences that improve satisfaction, increase conversion and build loyalty. The company has supported more than 3,000 brands across the fashion, technology, health and beauty, home and pet-care sectors, facilitating more than 25 million orders annually.

Andreas Di Palma, Founder and Chief Executive Officer of Connectif, said:

“We are thrilled to partner with ITP and are looking forward to working alongside them to build on our success and enter our next chapter of growth. I’d like to thank the team at FirstCapital, which was instrumental in helping us reach this point. They combined strategic judgement with detailed, hands-on support, and formed a trusted part of my team. Their ability to understand complex issues and turn them into clear, practical advice throughout the negotiations and the diligence and closing process was invaluable. The quality and professionalism of the entire team were exceptional, and I am very pleased that we chose them.”

Jason Purcell, CEO and Co-founder of FirstCapital, said:

“Connectif is an outstanding business operating at the intersection of customer data, marketing automation and artificial intelligence. From the outset, our objective was not simply to find an investor, but to identify the right long-term partner for Connectif, its management and its shareholders. In ITP, Connectif has found a partner with deep technology experience, an international perspective and a strong track record of supporting ambitious software businesses as they scale. It has been a pleasure and a privilege to advise Andreas and the wider Connectif team, and we look forward to their continued success.”

Additional details of the transaction have not been disclosed.

About Connectif

Connectif is a customer data platform and AI-powered marketing automation provider built specifically for ecommerce. The platform gives marketing teams a single place to unify customer data, orchestrate omnichannel journeys across email, web, app, push, SMS, WhatsApp and physical stores, and uses AI to reduce the manual work behind campaign creation, segmentation and performance analysis. Connectif's agentic AI assistant helps teams go from idea to live campaign in minutes, generating content, building audience segments, creating workflow logic and surfacing in-depth actionable insights. Headquartered in Spain, Connectif integrates with all leading ecommerce platforms and is trusted by thousands of ecommerce brands across Europe and America. For more information, visit www.connectif.ai/en/

About Investcorp

Investcorp is a global investment manager specializing in alternative investments across four asset classes: Private Equity, Real Assets, Credit and Liquid Strategies. Since its inception in 1982, Investcorp has focused on generating attractive returns for its clients and seeking to create long-term value in its portfolio companies. Today, Investcorp manages approximately \$64 billion in assets and employs approximately 500 people from 50 nationalities across 14 offices worldwide. For more information, visit www.investcorp.com.

About FirstCapital

FirstCapital is an investment bank providing smarter dealmaking advice to high growth technology companies in Europe. With offices in London and Silicon Valley, we advise AI, software, internet and digital media companies on strategic M&A, private equity and growth capital funding transactions. For more information, visit www.firstcapital.co.uk

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