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## **Appinions Raises \$3 Million in Funding for its Influence Marketing Platform**

**New York** – Appinions, an opinion-powered influence marketing platform, has secured \$3 Million in funding to fuel its sales and marketing efforts.

Difference Capital Funding Inc. (DCF), a Toronto-based merchant bank focused on technology investments, will acquire a 15.4% stake in Appinions. DCF's \$2 Million investment is in the form of convertible debt, with a three-year term and a 6% coupon.

Appinions received an additional \$1 Million in funding from individual investors.

Built on more than a decade of Cornell University research, Appinions gives brands and agencies the ability to find and engage with the most relevant influencers. Unlike other influence marketing platforms, Appinions analyzes data from more than 5 million sources – in traditional and social media – to determine "share of influence" for any topic, brand or person.

"We have a world-class product that's on the leading edge of influence marketing," said Larry Levy, Appinions co-founder and chief executive officer. "We can now build a stellar sales and marketing team to achieve our goal of being the number one choice for PR and marketing professionals who want a more effective and results-focused service for their influence marketing campaigns."

(more)

“This is an exciting deal for us because Appinions is a great example of how social media can be profitably harnessed to marketing and advertising,” said Mike Wekerle, DCF's chief executive. “We have worked with the Appinions' team in the past, and they have a proven reputation for skating ahead of the puck.”

Appinions works with more than 25 clients including companies and agencies such Dell, Amgen, The Economist, Materne, Conde Nast, Forbes, Edelman, iCrossing, Euro RSCG, Reprise Media, Weber Shandwick and Zocalo Group.

### **About Appinions**

Appinions is an opinion-based influence marketing platform that enables agencies and brands to identify, analyze, engage, monitor and measure relevant influencers. Built on more than a decade of Cornell University research, Appinions extracts and aggregates opinions from more than 5 million sources including blogs, social networks, forums, newspaper and magazine articles. Appinions is a privately owned company based in New York City.

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