

SSI Announces Acquisition Of Instantly

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SSI has announced today its acquisition of Instantly Inc., a provider of online and mobile audiences and insights technology tools. With this acquisition, SSI strengthens its leadership position as a global data solutions and technology company by significantly expanding its scale in online and mobile panels. SSI's ownership of Instantly is effective immediately.

"Clients will greatly benefit from SSI's acquisition of Instantly and its integration into SSI's operations and technology portfolio," said SSI President and CEO Chris Fanning. "We continue to be focused on building large, robust panels globally, and leading-edge technology solutions that enable faster access to respondents, with particular focus on mobile. Combining Instantly with SSI will create attractive scale economies and accelerate our industry-leading product development roadmap with respect to online and mobile-driven solutions," concluded Fanning.

Founded in 2008, and previously known as uSamp, Instantly is a leading online and mobile sample audience and insights solutions provider based in Los Angeles, Calif. with over 200 employees in the United States, Europe and Asia. Over the past few years, Instantly has expanded its portfolio to include innovative capabilities in product concept testing and mobile-based solutions, among others. The acquisition will add to SSI's existing best-in-class people, panel, and technology in both online and mobile.

"SSI is a large, fast-growing, forward-thinking, global data and market research technology company that places a premium on delivering high quality solutions and service to clients," said Alan Gould, CEO of Instantly. "Instantly is a great fit with SSI because both companies emphasize technology and great customer service," commented Gould.

The majority owner of SSI is HGGC, a leading middle market private equity firm. JEGI served as advisor to Instantly.