

BRIEFING E-COMMERCE FACEBOOK STARTUPS VENTURE CAPITAL

Rokt Raises \$325 Million Series E at Nearly \$2 Billion Valuation

By Malique Morris · about an hour ago · Source: The Information

Rokt, an e-commerce marketing software firm, on Thursday announced it has raised \$325 million in a Series E round led by Tiger Global. The fundraise bumps Rokt’s valuation up to nearly \$2 billion, about four times its previous \$450 million valuation set when the company raised an \$80 million Series D round last October.

Rokt’s fundraising comes as marketing software companies benefit from Apple’s recent privacy updates, which lets iPhone users opt out of being tracked across different apps and on the Safari web browser. The change has caused online merchants to reallocate portions of their marketing budgets from social media platforms like Facebook—where merchants would track users browsing habits in order to target ads to them—to marketing software platforms that help merchants collect customer data on their own sites and apps. This has helped accelerate revenue growth for firms like Rokt, which is on pace to generate \$230 million in revenue this year, up about 130% year-over-year, [The Information earlier reported](#).

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