

KPMG Corporate Finance LLC acted as exclusive financial advisor to Strongview



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About the engagement

KPMG Corporate Finance LLC (KPMG CF) acted as exclusive financial advisor to StrongView in its majority sale to HGGC, a middle-market private equity firm located in Palo Alto, CA.

StrongView is a provider of digital marketing and email marketing software. Using StrongView's products, large brands and retailers have the ability to send high volumes of customized email messages and weave in social, mobile, web, and display-ad elements to create an automated lifecycle experience for their customers.

The transaction provides a substantial asset in the growing digital marketing software sector for HGGC. Based in Palo Alto, CA, HGGC, is a middle-market private equity firm with over \$2.4 billion in cumulative capital commitments.

Global coverage. Industry knowledge. Middle-Market focus.

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KPMG Corporate Finance LLC

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