



HICONVERSION CASE STUDY

Investment Date: Nov. 2010, Aug. 2012, Jan 2014
Structure: Preferred A/B, Bridge Note

About HiConversion

Founded in 2006 in Boca Raton, Florida, HiConversion is a sophisticated, disruptive conversion rate optimization (CRO) solution that allows e-commerce retailers to convert a higher percentage of existing web traffic to online sales or business leads. HiConversion works by making small adjustments to multiple elements of retailer's web page layout in real time, adapting to the current behavior of website visitors. HiConversion current customer portfolio includes leading online retailers such as L'Oreal, UGG Australia, Hugo Boss, Fathead, Finish Line, and many others.

Investment Background

Littlebanc was introduced to HiConversion through a mutual professional connection in 2010. At the time the company had an initial product built but lacked the funds to grow distribution and to support continued software development. As the company has grown they have continued to turn to Littlebanc to support their growth financing needs.

Littlebanc found HiConversion to be an attractive opportunity due to the strong management team with prior exits, the high growth potential of the market segment, and the company's best-in-class product offering that has proven to provide sustainable revenue lift for customers. Littlebanc made an initial investment in Series A Preferred Equity in 2010 and continued to support the company's growth trajectory with follow-on investments in 2012 and in 2014.