

SRS PRESS RELEASE
12 | January | 2024

SRS LEGAL ADVISES PRIMETAG ON INVESTMENT ROUND

SRS Legal advised Primetag on its recent investment round of 3.5 million euros which was co-led by Indico Capital Partners and Iberis Capital.

The SRS Legal team was coordinated by [Paulo Bandeira](#) (Partner), [Gustavo Ordonhas Oliveira](#) (Partner) and [Solange Fernandes](#) (Associate).

Primetag is a data and marketing technology company specializing in digital influencer analytics. It offers a complete influencer marketing solution for brands and agencies. Its platform enables marketing planning and measurement and optimization of campaigns and influencers, resulting in a unique product that offers omnichannel measurement and deterministic attribution of online and offline sales conversion.

Manuel Albuquerque, CEO of Primetag, says: "We have been refining our platform for some time and feel we are now in the right position for our flagship product to scale globally. This round will allow us to make this move and also to continue adding more data analysis capabilities to our global clients."

"The influencer marketing sector continues to experience rapid growth, fundamentally transforming brands' advertising strategies and as this industry evolves, the demand for customized and sophisticated data analysis increases," says Stephan Morais, President of Indico Capital Partners.

João Henriques, Partner at Iberis Capital, believes that Primetag "combines a highly differentiated technological proposal that allows brands, agencies and creators to take a leap forward in professionalizing the management of this increasingly relevant medium. It combines this technological component with a management team with in-depth knowledge of the market, experience and global ambition that allows it to legitimately aspire to a leading position in this space".

About SRS Legal

For over 30 years, we have provided full-service advice to national and international clients in all business areas. Our firm has more than a hundred lawyers from various practice areas to respond to the needs of clients quickly, empathetically and innovatively.

Contact

Ricardo Quintela (Senior Communication Officer)
T +351 21 313 20 00 | M +351 91 769 59 40
ricardo.quintela@srslegal.pt | www.srslegal.pt

Leonor Cunha (Marketing, Communication & Business Development Director)
T +351 21 313 20 00 | M +351 91 000 89 46
leonor.cunha@srslegal.pt | www.srslegal.pt