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PRESS RELEASE

Transaction Intelligence for global eCommerce: Grips Raises $12M Series A to Visualize Online Sales Across Retailer and Brands

Built on top of the world's largest set of online point-of-sale data (ePOS data), Grips launches its new platform to make all online sales visible

Berlin, October 25, 2022 – Today, Grips (www.gripsintelligence.com), formerly peekd.ai, announced it has raised $12M in Series A funding to empower brands and retailers with online sales data. Grips' Transaction Intelligence Platform, the first platform that unlocks online product sales across global retailers, is built on the world's largest set of online point-of-sale data for calculating sales for online categories, brands, and products. The funding was led by U.S.-based Blumberg Capital with participation by Reciprocal, Social Capital, and eBay founder Pierre Omidyar's early-stage fund Up2398, amongst others.

eCommerce is a data game. Yet, despite common belief, online sales remain a total black box to anyone but the retailer. Brands are unaware of which retailers and search terms produce the best sales of their products compared to competitors. Online retailers have no insight into the performance of their peers, market trends, or benchmarks to assess their performance. Grips fills the blind spots of both consumer brands and retailers.

The Berlin-based company's intelligence platform currently covers over 2,000 eCommerce retailers across major markets, with hundreds of new retailers added weekly.

"We believe hard sales metrics should be the north star of any eCommerce business. That's why transactions are the core of our platform. We measure sales of millions of products across thousands of retailers every month and provide the most reliable guide to global eCommerce," says Moritz Thoma, CEO of Grips.

Clarity about what moves the markets: from search to sale

Grips' SaaS platform measures online sales across all retailers and analyzes the entire online sales funnel – from a user's first search to the final sale. Retailers and consumer brands can understand the market share of brands, products, and categories and how sales are distributed among the major players in the market. Grips reveals the drivers of sales across retail by providing a full-funnel view. Users can identify the highest-grossing brands and products in the market and explore the keywords that convert to product sales across 5,500 categories.

Grips categorizes its ePOS data and maps it to all product-detail-pages. By combining it with other sources such as search, traffic, and conversion data, Grips models product-level sales across retailers with industry-leading accuracy, making it easier for brands and retailers to focus on their ultimate objective: to generate sales.

Grips' Transaction Intelligence Platform can be explored at gripsintelligence.com.

Grips

About Grips
With more than 50 employees based in Berlin, New York, and nine other cities around the world, Grips is the pioneering SaaS company that brings clarity to eCommerce with its Transaction Intelligence Platform. Grips makes the online sales of millions of products across all major retailers globally visible with industry-leading accuracy. Grips is a Series A company with more than $15M in investments from Blumberg Capital, Reciprocal Ventures, Social Capital and Up2398. Website: Gripsintelligence.com