



February 26, 2021

## **Golden Seeds Announces Acquisition of Brandwatch by Cision**

[Cision](#), an industry-leading media and marketing platform, has announced its plan to acquire [Brandwatch](#) (formerly Crimson Hexagon), a Golden Seeds investment since 2008, the company announced today.

Golden Seeds was the lead investor in the initial funding round of Crimson Hexagon, which was founded in 2007 by Candace Fleming and Gary King, based on their work on quantitative social science at Harvard University. The company's first products used statistical pattern recognition to analyze unstructured text, particularly in social media posts. The product range and scope expanded considerably over time and the company grew to be one of the largest players in its field of digital consumer research. In 2018, Crimson Hexagon merged with UK company Brandwatch, a leader in digital consumer intelligence and social media listening.

Cision, a private US company, is a global leader in PR, marketing and social media management technology and intelligence. This acquisition combines two leaders in their respective industries and will bring to customers the substantial benefits of their complementary capabilities.

Golden Seeds is proud to have identified the early potential of this technology and to have supported the company throughout its journey to this liquidation event.

"We are proud of our affiliation with Brandwatch, beginning with our early support of Crimson Hexagon, and we are pleased with this result," said Jo Ann Corkran, Managing Partner of Golden Seeds and of Golden Seeds Funds, who serves on the Brandwatch Board of Directors.

See the press release [HERE](#).

### **About Golden Seeds**

Golden Seeds is an investment firm dedicated to pursuing market returns through investing in women-led firms in the US. Founded in 2005, Golden Seeds operates one of the largest angel networks in the county, as well as four funds. Golden Seeds has invested over \$140 million in more than 200 companies.