



## GoExpedi

GoExpedi | Emerging Tech Company Leverages PR to Grow Market Share

### CHALLENGE

In an entrenched industry, such as oil and gas, it can be difficult for new and innovative companies to persuade decades-old companies to embrace and adopt new operational ideas and technologies. [GoExpedi](#) – a company dedicated to providing an e-commerce platform that serves sectors like energy and oil and gas – encountered this very challenge.

### OBJECTIVES

GoExpedi tasked Pierpont with public relations support to help increase its business presence in an industry with seasoned, large-scale competitors who hold significant market share.

### SOLUTION

Pierpont promoted newsworthy activities about GoExpedi to spur media engagement and collaborate with high-profile customers and product leaders to generate joint announcements. We highlighted how the company was using its supply chain solutions in a sector that was hindered by the pandemic to provide essential products during the immense economic disruptions of 2020 and 2021.

We also wrote and secured technical contributed articles with oil and gas' leading and widely read publications, helping to promote the company's thought leadership and unique offerings in the sector. GoExpedi also engaged in local and national events and awards that helped elevate the profiles of the company's leadership. The Pierpont team organized exclusive media opportunities with regional and national media outlets to showcase GoExpedi's latest investment activities, leadership additions, market expansions and new technologies benefitting local industries.

### RESULTS

Following the success of this awareness campaign, GoExpedi secured a \$15 million debt facility from Silicon Valley Bank (SVB). The additional liquidity will be used to significantly expand GoExpedi's warehouse capacity throughout North America and hire additional software developers to meet the accelerated demand for its innovative, cost-saving solutions.

In addition, they were also able to secure \$25 million in Series C funding led by Top Tier Capital

Partners with key participation from other investors such as Crosslink Capital, San Jose Pension Fund, CSL Ventures, Bowery Capital, Hack VC, and others.

This capital raise, which follows the company's November 2019 \$25 million Series B raise, brings the total to \$75 million of equity and debt capital and continues fueling GoExpedi's suite of integrated tech applications for the industrial sector.

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