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## Google Supplier Global Reviews Completes First Raising

Melbourne-headquartered internet research firm [Global Reviews](#) has closed its first capital raising at 600,000 Australian dollars (US\$610,095), with a cornerstone investment from boutique advisory and private equity firm Aura Capital.

Global Reviews — which counts the likes of Google Australia, Expedia, British Gas, Origin Energy, ANZ Banking Group, National Australia Bank and ING as clients — supplies competitor intelligence and insights into online behavior, and operates unrivaled.

“We’re aiming for Global Reviews to be over five times the size we are today in 2014,” Global Reviews Chief Executive Officer Greg Muller told Deal Journal Australia. The company is currently present in Australia, New Zealand, the U.K. and Europe, and aims to expand into North American and Asian markets in coming years.

Mr. Muller said clients are hungry for information which shows what consumers are doing and what drives their decision-making.

“We see a real global opportunity to help marketers, digital professionals and our own direct clients gain an insight into their consumers through our ability to package large volumes of data into something meaningful,” he said.

“Google in Australia obviously has a great handle on what its users do but they’ve hired us in the banking and finance sector to provide analysis on how Australians are searching for banking or insurance products online, which they then present to industry contacts,” Mr. Muller explained.

Global Reviews derives its data from behavioral tracking and survey-based instruments targeting population samples in Australia and offshore, as well as through its [Customer Experience Benchmark](#) program. The program currently covers 20 industries, and performance is updated quarterly.

Funds raised will be used to finance growth via product development and upgrading its existing analytic platform to support delivery of additional data. Existing products include the Shortlist Report, which provides details on products and brands often viewed by online customers.

“Global Review’s revenue growth in tough market conditions is a testament to the value of its unique service offering,” Aura Capital Director Calvin Ng said.

Melbourne-based Mandie Consulting advised Global Reviews on the capital raising.



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