

Dasheroo Announces \$3.25 Million in Series A Financing Led by Cloud Apps Capital Partners; Unveils World-Class Business Dashboard Solution

Business dashboard provider is used today by over 1,700 businesses in 70 countries.

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[Dasheroo](#), business dashboard provider for small and medium-size businesses as well as agencies and enterprises, today announced that it has raised 3.25 million dollars in a Series A funding, led by Cloud Apps Capital Partners. The funding will be used to further the development of the company's global business dashboards platform. Matt Holleran from [Cloud Apps Capital Partners](#) will join the company's board of directors.

The company also unveiled their flagship product: online [business dashboards](#). Now, any business in the world can easily access and collaborate on a dashboard to monitor their most important metrics across the numerous business applications they regularly use, including web analytics, social media metrics, marketing, CRM, and sales, free of charge.

Any user can be up and running in minutes with Dasheroo and seamlessly access the applications they and their team members use to measure their business. Dasheroo instantly connects with these popular applications and presents data in intuitive "insights" that a user can measure for each of these applications. A user can have multiple dashboards as well as multiple insights within each dashboard. Now, teams can make better business decisions with up-to-the-minute data at their fingertips.

Currently, the company connects with leading applications including Google Analytics, Facebook, Twitter, Google Sheets, Facebook Ads, Emma, Google Adwords, YouTube, Instagram, LinkedIn, VerticalResponse, Mailchimp, Constant Contact, Survey Monkey and also offers RSS feeds as well. Businesses can access more than 100 pre-built insights, which will grow to more than 500 by the end of the year.

"Every business in the world needs a business dashboard to track their important metrics from multiple business applications in one place," said John Hingley, co-founder and CEO of Dasheroo. "With Dasheroo, we make it easy for them, or their agency, to interact with and understand their metrics across these applications, saving them time. Then, they can assess how these metrics are important to grow the business."

“Companies today use a record number of cloud business applications, each storing their own data and metrics, which is driving demand for centralized business dashboards,” said Matt Holleran, General Partner, Cloud Apps Capital Partners. “Dasheroo will be a global leader in this category. No one knows how to build products, delight their customers, and leverage ecosystems for massive product distribution better than the experienced team at Dasheroo.”

Dasheroo Continues to Grow

The company currently has over 1,700 users in more than 70 countries representing all industries. Advertising agencies, retailers and technology companies top the list with companies like [Duct Tape Marketing](#). “Every one of our clients needs information to stay on track, but they all measure success differently,” said John Jantsch, CEO Duct Tape Marketing, “With Dasheroo, we can finally construct dashboards that deliver just the right amount of information in just the right way.”

Pricing

Dasheroo is free of charge, offering 12 insights for a user’s dashboards and the ability to comment and share with no limit to the number of users. If a user or agency wants to use Dasheroo for multiple clients or needs more than 12 Insights or additional functionality, they can contact Dasheroo for pricing.

Additional Info

Watch [this video](#) to see how Dasheroo works.

About Dasheroo

Dasheroo provides business dashboards that empower users to access and instantly take action on the most important data they have to grow their business. The application is free of charge and enables teams to track and collaborate on the business metrics across the company in one dashboard. Dasheroo is proud to be backed by Cloud Apps Capital Partners and is located in both San Francisco, CA and Austin, TX.

For more information, visit <http://www.dasheroo.com>.

About Cloud Apps Capital Partners

Cloud Apps Capital Partners is a leading early-stage venture capital firm for cloud business application companies. Based in San Francisco, Cloud Apps Capital Partners invests in cloud business application companies at the "old-school" Series A stage. The team has a deep

understanding of both enterprise and small business cloud application markets, business models and ecosystems.

For more information, visit <http://www.cloudappscapital.com/>.

Contact:

John Hingley

415-840-2304

pr@dasheroo.com