

Capital Audience Announces Upcoming Collaboration with Reclai and Anticipates Future Acquisition

Capital Audience and Reclai Forge Strategic Collaboration, Envisioning Future Acquisition for Enhanced Market Leadership



Capital Audience

Miami, Florida Aug 17, 2023 ([Issuewire.com](https://www.issuewire.com)) - [Capital Audience](#) is pleased to announce its upcoming acquisition of [Reclai](#), a rising company in the AI identity resolution space. This strategic collaboration is expected to pave the way for Capital Audience's intended acquisition of Reclai within the next 90 days, pending customary closing conditions.

The collaboration between Capital Audience and Reclai marks a significant milestone for both organizations, as it brings together their complementary strengths and resources to drive heightened value and enhanced experiences for both existing and prospective customers. The combined expertise of Capital Audience and Reclai is poised to drive innovation, expand market reach, and strengthen their positions within the email based retargeting and identity resolution sectors.

"We are excited about the prospects of joining forces with Reclai," said Jonathon Byrdziak, Founder & CEO of Capital Audience. "This acquisition aligns with our strategic vision and will allow us to tap into new opportunities and leverage synergies in order to deliver top-notch solutions that empower businesses of all sizes: eCommerce stores, operators of affiliate networks, or just an email marketing solopreneur to generate their desired outcome: more leads and more revenue."

The leadership team at Reclai expressed mutual enthusiasm for the acquisition. "We realize that in order to differentiate and grow in the marketplace, we need to find a company that is forward-thinking beyond just resolving identities of anonymous site traffic. What started as a partnership discussion six months ago gradually became talks of an acquisition. Capital Audience's commitment to product innovation and customer satisfaction resonates strongly with us," stated Ben Hirsch, Founder & CEO of Reclaim. "We

are confident that joining forces will drive our collective potential to new heights and generate unparalleled value in the market."

Ben Hirsch will assume the position of Chief Revenue Officer (CRO) with Capital Audience, where he will lead revenue-generation strategies and oversee related departments.

Ari Sohn, co-founder of Reclai, will be entrusted with his new role of Chief Marketing Officer (CMO) at Capital Audience. Ari will head the marketing, branding, events and affiliate management.

"Jonathon made a big emphasis on our successful community and partnership building, which struck a positive chord within me. I look forward to bringing our marketing playbook to the Capital Audience brand," stated Ari Sohn.

As Capital Audience moves forward with the integration process, both companies are committed to ensuring a seamless transition for clients and partners while maintaining the high standards of quality, service, and support that clients have come to expect.

Further updates on the acquisition process will be communicated as developments unfold. Capital Audience and Reclai remain dedicated to transparency and open communication throughout this period of exciting change.

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