

## Outsell Raises Growth Capital with Northern Pacific Group

*Outsell raises funds to accelerate growth*

**Minneapolis, MN – March 3, 2015** – [Outsell \(www.outsell.com\)](http://www.outsell.com), a [digital marketing](#) Software-as-a-Service (SaaS) company that is transforming the way automotive brands engage with customers, announced today that it has closed a growth investment round with Northern Pacific Group, a Wayzata, MN-based growth equity firm.

Outsell currently works with nine of the top automotive brands in North America. Outsell Fuel, the company's flagship product, enables automotive manufacturers and their dealers to engage customers and prospects across the customer lifecycle, engender loyalty, identify active shoppers, and most importantly, measurably improve sales.

"Northern Pacific Group is enthusiastic about working with Outsell and its management team," said Jeff Greiner, Managing Partner, Northern Pacific Group. "Outsell's proprietary analytics and unique cross-tier, cross-channel customer engagement platform provides its automotive clients with a unique set of solutions. They are addressing the complex issues inherent in creating consistent, effective customer engagement across national, regional and local markets."

"Outsell has built a strong business over the last 10 years," continued Greiner. "We look forward to providing Outsell with the resources to grow its marketing and sales organization to accelerate its growth in automotive and adjacent industries."

"We were attracted to Jeff and the team at Northern Pacific Group by their long history of investing in and building successful businesses" said Michael J. Wethington, President and CEO of Outsell. "Our senior teams share a common market outlook and enacted corporate values. Along with the fact that they are a local firm interested in growing strong Minnesota-based companies, it was an easy choice."

In 2014, Outsell launched dealer programs for seven new OEMs, including Volkswagen, Subaru, Scion, Jaguar, Land Rover, Volvo and Porsche, and released three major products that further enable brands and their dealers to connect in a more meaningful, relevant way with their customers.

### **About Outsell**

Outsell ([www.outsell.com](http://www.outsell.com)) is a digital marketing Software-as-a-Service (SaaS) company that is transforming the way automotive brands engage with consumers. Recognized by Inc. magazine as one of the fastest-growing companies in America, the company's award-winning customer engagement platform, Outsell Fuel, enables automotive brands to engage with consumers in an analytics-driven, brand-consistent manner from the national to local level. Outsell drives measurable incremental sales for nine of the top automobile manufacturers in North America.

**About Northern Pacific Group**

Northern Pacific Group is a Minnesota-based growth equity investment firm focused on making non-control investments in growing technology and business services companies. Northern Pacific Group seeks to partner with ownership groups and management teams in order to add value beyond the growth capital provided. For additional information, please visit [www.northernpacificgroup.com](http://www.northernpacificgroup.com).

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