

Usabilla
sold to
SurveyMonkey

2019



Usabilla: a leading global SaaS Voice of Customer technology provider empowering more than 450 enterprises

“After a structured selection process we decided to go for Stella EOC as our advisor due to their networks across Europe and the US and their deep sector expertise. When we were exploring Usabilla’s next strategic move, the Stella EOC team helped us in setting out a clear path by positioning the company, coaching the management team and ultimately bringing in the right prospective partners to secure an attractive deal.”

Marc van Agteren, CEO of Usabilla

Transaction value

c.\$80m

Enterprise customers

450+

Full-time employees

130+

Founded

2009

Headquarters

Amsterdam,
The Netherlands

Usabilla: outstanding user experience solution for capturing real-time digital feedback

Founded in 2009, Usabilla empowers over 450 enterprises in 35 countries, including global brands like Lufthansa, Philips, and Vodafone, to collect, analyse, and act on real-time user feedback to improve their products and customer experience.

Usabilla’s innovative and secure platform makes it easy to collect the feedback that can transform digital experiences on websites, apps and emails and accelerate sales.

Its targeted survey campaigns and embedded feedback options enable enterprises to collect business-critical quantitative and qualitative Voice of Customer (VoC) data, turning these insights into actions to drive innovation and growth.

Headquartered in Amsterdam, Usabilla employs over 130 people in Europe, the United States, and Australia.

SurveyMonkey acquires Usabilla to expand enterprise suite of customer feedback solutions

Founded in 1999, SurveyMonkey changed the way people gather feedback by making it easy for anyone to create their own online surveys.

“Usabilla’s outstanding user experience solution for capturing real-time digital feedback enhances our enterprise offerings and expands our international footprint,” said Zander Lurie, CEO of SurveyMonkey. “Every brand needs to offer a compelling digital experience to win and retain customers - Usabilla’s solution helps companies collect 100,000 feedback interactions daily so they can improve their digital experiences and drive growth. The acquisition of Usabilla strengthens our position in this rapidly growing multi-billion-dollar market. I’m thrilled to welcome the Usabilla team to SurveyMonkey for this exciting new chapter together.”

Under the terms of the agreement, SurveyMonkey will acquire Usabilla for approximately \$80 million, comprising of a mix of cash and equity, and subject to certain purchase price adjustments and customary closing conditions. The acquisition is expected to close in Q2 2019.

Stella EOC acted as sole advisor to the sellers.