

## **November 13, 2014 - Digital Engagement platform NLPcaptcha raises Pre-Series A funding led by YourNest**

Simpli5d Technologies, the company behind [NLPcaptcha](#), India's first audience centric digital engagement platform has raised Pre-Series A funding led by YourNest Angel Fund and with participation from Udaan Angel Partners.

The company offers a bouquet of digital ad platforms - NLPcaptcha, NLPVideo and NLPMobile - guaranteed engagement with the target audience being the common underlying thread of all these platforms. Its patent pending technology enables advertisers to target their end customers across devices & ad-formats in a way that ensures 100% attention & interaction, hence establishing a very high brand recall.

The funds would be primarily used for building the team, product & infrastructure enhancement and expanding operations to new geographies.

"Blind spots and traffic driven by bots are the two fundamental challenges faced by the digital advertisement industry today. The advertisers are not sure whether the digital ad has been actually seen by the end user or has gone un-noticed, neither do they know if the page views being generated are by actual humans or malicious bots crawling the web. According to the latest Bot traffic Report, Bots account for 61.5% and humans account for only 38.5% of the total web traffic today. So effectively 60%+ of the advertising budgets are being wasted on non-humans. " says Amit Mittal, CEO of Simpli5d.

"This is where Simpli5d Technologies comes into picture - it offers a device and format agnostic platform to the advertisers that guarantees attention of the end user and filter against bots. Security against bots + Guaranteed attention + Reach with right targeting = High Brand recall + ROI." he said.

Simpli5d Technologies was started by Amit Mittal and Sidharth Oswal in 2012. Amit is an alumnus of IIM-Lucknow and prior to Simpli5d, had been working in the Media sector for the last 7 years. Sidharth, MBA from Fore School of Management has been with the banking sector for close to 7 years spearheading sales of Technology enabled solutions for various Banks like Yes Bank, ICICI and Kotak.

Sidharth says "We are currently working with more than 300 publishers and 70+ national and global brands in India. As would be the case for any new concept, we did face some initial resistance but have gone past that stage and are gaining fast traction. Advertisers are loving the response from our platform and more and more publishers are joining us for better security, better user experience and new stream of revenues."

Girish Shivani, Executive Director and Fund Manager at YourNest said "The team has demonstrated impeccable execution in the high growth segment of mobile and internet thereby making digital platforms truly relevant for brands. The customer involvement with the Video Captcha and allied offerings ensures total brand recall and thereby disproportionate return on digital spends. The monetisation model within mobile apps has the potential of revolutionizing the way this market operates."