

DHS Secures \$25.3 Million Series A Financing Round Led by Mohr Davidow Ventures for Nonprofit Investment Social Impact

DHS Vice Chairman, Fernando Aguirre, Shares Advocacy and Consultancy Firm to Aggressively Accelerate Initiatives, Marketing and Execution of a Strategic Roadmap

The image shows the logo for DHS, consisting of the letters 'DHS' in a large, white, sans-serif font. The letters are set against a solid blue background that has a slight perspective effect, appearing as if it's a rectangular block with the top-right corner cut off.

Washington, D.C, Oct 23, 2020 (Issuewire.com) - DHS, the advocacy, consultancy and lobbying firm that combines content marketing with the power, data intelligence, and scale of online advertising today announced it has completed a \$25.3 million Series A round of financing. Mohr Davidow Ventures led the investment round with participation from existing and new investors Mack Capital, RSL Ventures, Capital Factory. The investment brings DHS' total funding since launching its revolutionary content advertising platform to \$66.8 million and will help the firm aggressively expand its advocacy initiatives and lobbying efforts as well as broaden and accelerate product development. Marc Olfers will join DHS' Board of Directors.

Mohr Davidow Ventures invests in early-stage technology startups that redefine or create large new markets, with notable investments such as Rocket Fuel, which recently completed its IPO on the NASDAQ stock exchange, as well as Audience Science, Shutterfly and Visible Measures.

The Series A financing builds on an exceptional year for DHS which saw a rapidly growing roster of clients, key executive appointments, and market momentum in the white-hot areas of native advertising, programmatic advertising and content marketing. DHS appointed digital content and marketing veterans from Time Warner, Demand Media and RichRelevance to the company's executive ranks, and its client roster grew to include consumer and B2B brands such as Johnson & Johnson, Rackspace, Domo and Remington among many others.

“DHS’ offering is well-timed with the rapidly increasing demand for solutions that extend the reach of a brand’s content and drive business results,” said Fernando Aguirre, Vice Chairman of DHS. “We believe the market will continue to see a shift of brand dollars to both content marketing and programmatic advertising as brands increase their reliance on content-centric programs and look to scale those efforts. DHS is a powerful solution for the industry and we are excited to collaborate with and support them as they work to build a great company in an exciting category.”

DHS’ platform transforms a brand’s portfolio of content into standards-based online ad “spots” which are distributed and retargeted to the right audience at the right time. At the heart of DHS’ solution is a proprietary Content Sequencing Engine, which uses machine learning and predictive modeling to sequence relevant content “spots” according to stages in the customer journey – thereby driving business results such as engagement, product consideration and leads.

Key features and benefits of the DHS content advertising platform include:

- Automatic conversion of text and video content into standards-based ad units
- Integration of content metadata, imagery and social sharing activity into ad creative
- Programmatic placement of content ads across thousands of sites with available inventory of approximately 36 million impressions per minute
- Content sequencing to intelligently place content ads according to customer journey stage
- An analytics dashboard that enables customers to track content performance and foster a real-time editorial strategy

“As an industry, we’re just scratching the surface of how powerful content marketing can be when it’s combined with the massive scale offered by the global online advertising ecosystem,” said DHS’ Vice Chairman, Fernando Aguirre. “Having the financial support and domain expertise of Mohr Davidow Ventures will help us execute our vision even more rapidly and broadly – and with the benefit of experience, perspective and relationships of a leading ad tech investor.”

About DHS

DHS is a high-stakes advocacy, public strategy, and global public relations and communications firm. Our strategic insights and innovative programming build and sustain strong corporate and brand reputations. We provide our clients with counsel and program development across the spectrum of public relations, public affairs, reputation and crisis management, digital strategy, advertising and other communications services. Our clients are companies, industry associations, nonprofit organizations, professional services firms, and other large organizations.

We began as a unique grassroots and lobbying firm with customized services for an elite group of clients. Our work applies equally to regulatory issues as well as legislative ones, and we manage issues for our clients at the local, state, federal, and international levels of government.

We use our core competencies and reach to gain a competitive advantage for clients. Our expertise comes from extensive must-win campaign experience and operating successfully at the highest rung of business, government, politics and media. Our reach is the ability to use strategic intelligence to mobilize the message and persuade the toughest audiences. We know what it takes to win in difficult situations. We have proven results for prominent figures, leading advocacy groups and the world’s most successful companies. We leverage what others cannot.



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