

# Pixis raises \$100M in SoftBank Vision Fund 2-led Series C funding to grow its codeless AI infrastructure

San Jose, CA - January 20, 2022

Pixis (formerly known as Pyxis One), a leading provider of contextual codeless AI infrastructure for complete marketing optimization, today announced it has secured US \$100M in Series C funding. Pixis will leverage the fresh funds to help the company rapidly scale its AI platforms and plugins, as well as accelerate expansions across North America, Europe, and APAC.

The Series C round was led by SoftBank Vision Fund 2, with participation from new investor General Atlantic, a leading global growth equity firm. Existing investors Celesta, Premji Invest, Chiratae Ventures, and Crimsonox Ventures also participated in the round. With the close of its US \$17M Series B round just four months prior, Pixis has raised a total of US \$124M to date since its founding in 2018.

Pixis' AI infrastructure, which leverages self-evolving neural networks, is providing immense value to customers through its codeless AI plugin, enabling AI-powered decision-making for every aspect of marketing. Pixis recently launched its codeless AI plugin after closing, with the belief that a powerful codeless AI infrastructure will help safeguard marketers against inevitable developments that will change the current marketing ecosystem. Looking ahead, Pixis aims to add over 200 customizable self-evolving AI models to the infrastructure it offers and has already introduced close to four dozen AI models since its last funding.

Pixis currently has over 100 customers using its AI products across the world. Customers using the Pixis AI infrastructure have witnessed a 20% decrease in acquisition costs on average, in addition to at least 300 hours of manual work saved per month.

"The web going cookieless, in conjunction with decreasing access to the depth of data that was previously available, is a worrisome situation for marketers. In this environment, it is self-evolving neural networks that are proving to be invaluable assets in countering the disruptions to the marketing landscape," explained Shubham A. Mishra, co-founder and Global CEO at Pixis. "We are excited to partner with SoftBank Vision Fund 2 and General Atlantic to make codeless AI infrastructure accessible to every market in the world."

Shantanu Rastogi, Managing Director at General Atlantic, continued, "Pixis is disrupting the marketing space with a self-learning codeless AI infrastructure that serves a mission-critical function in the marketing tech stack. The AI plugins and platforms solve key customer problems and are improving business outcomes. The Pixis platform demonstrates the power of global entrepreneurship, and we are proud to support the team's ambitions of continued expansion."

SoftBank Vision Fund 2's investment in Pixis confirms that in a cookieless world, Artificial Intelligence could be the big differentiating factor for brands. "Marketing is one of the largest spend categories for companies but many of its decisions are still driven by intuition rather than data," said Priya Saiprasad, Partner at SoftBank Investment Advisers. "[Pixis](#) has developed an AI-enabled, end-to-end digital marketing solution that equips teams with cutting-edge data science to automate and improve core processes, from budget allocation to real-time campaign optimization and reporting. We are excited to partner with Shubham and the team to support their mission to make marketing data-backed, intelligent, agile, and effortlessly scalable in the new cookie-less world."

## About Pixis (formerly Pyxis One)

Pixis is a California-based technology company that provides codeless AI infrastructure to enable customers to scale accurate data-driven marketing. The company's codeless AI infrastructure currently comprises over four-dozen proprietary AI models that are deployed across an ecosystem of products and plugins. Pixis is on a mission

to provide marketers with robust plug-and-play AI products without them having to write a single line of code.

### **About General Atlantic**

General Atlantic is a leading global growth equity firm with more than four decades of experience providing capital and strategic support for over 445 growth companies throughout its history. Established in 1980 to partner with visionary entrepreneurs and deliver lasting impact, the firm combines a collaborative global approach, sector-specific expertise, a long-term investment horizon, and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to scale innovative businesses around the world. General Atlantic currently has over \$86 billion in assets under management inclusive of all products as of September 30, 2021, and more than 215 investment professionals based in New York, Amsterdam, Beijing, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, Singapore, and Stamford. For more information on General Atlantic, please visit the website: [www.generalatlantic.com](http://www.generalatlantic.com).

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