Constant Contact Newsroom

# Clearlake-Backed Constant Contact Closes New Strategic Investment to Accelerate Growth

*Investment structured through new investment vehicle, Clearlake Icon Partners VI, providing access to long-term committed capital to support both growth initiatives and acquisitions*

WALTHAM, Mass., Oct. 7, 2025 /PRNewswire/ -- Constant Contact (the "Company"), a leading provider of digital marketing software for small businesses and nonprofits, backed by Clearlake Capital Group, L.P. (together with its affiliates, "Clearlake"), announced today that it has raised new capital via a Clearlake-managed dedicated fund, Icon Partners VI ("Icon VI").

The transaction broadens Constant Contact's investor base, while providing new and follow-on capital at a larger scale to support the Company's accelerated growth trajectory and pursue acquisitions. Terms of the transaction were not disclosed.

As the largest independent player in the marketing automation space having pioneered the industry over three decades ago, Constant Contact helps its customer base of nearly half a million small businesses and non-profit organizations with their daily marketing needs across email, SMS, and social media, while providing a suite of analytics and AI-driven software products that enhance deliverability and audience engagement.

Clearlake re-established Constant Contact as a standalone company following the acquisition of Endurance International Group in 2021. Since partnering with Clearlake, the Company has experienced organic growth, increased profitability, and integrated four acquisitions that expanded its product suite and geographic reach. Additionally, investments into AI are expected to position Constant Contact at the forefront of AI adoption, enabling the Company to deliver enhanced customer experiences while simultaneously creating a more agile and scalable business model. As a result, Constant Contact has more than tripled topline growth from ~2% at the time of the carve-out to ~7% today.

Icon VI, a dedicated Clearlake-managed single asset vehicle, was established with funding from institutional investors, led by Lexington Partners, as well as existing investors who have re-committed to the Company for the long-term. Clearlake will maintain its position as Constant Contact's lead investor and the transaction will result in no change in governance to Constant Contact or to its executive leadership team, led by CEO Frank Vella.

"With this new equity capital, Constant Contact is poised to expand its market leadership and sharpen its competitive edge in marketing automation software," said Behdad Eghbali, Co-Founder and Managing Partner, and James Pade, Partner and Managing Director, at Clearlake. "Over the past four years, Constant Contact has invested significantly in its product suite, enhancing its capabilities and implementing AI-driven solutions that aim to address the growing marketing needs of the small business owner of today. Through the continued efforts of Constant Contact's management team and Clearlake's support and implementation of its *O.P.S.®* framework, the Company has reached an exciting inflection point that lays the foundation for the next leg of growth acceleration at Constant Contact."

"With Clearlake's support over the last four years, we've assembled an experienced leadership team, redefined our product strategy, streamlined operations, and harnessed AI to elevate the customer experience," said Frank Vella, CEO of Constant Contact. "We are eager to build on this momentum in our next chapter of development and are excited to help small businesses leverage the power of software to make marketing less overwhelming. We handle the complexities so our customers can get back to running their business—not their marketing campaigns."

Evercore acted as financial advisor and Paul Weiss, Sidley Austin, and Proskauer Rose provided legal counsel to Clearlake and Lexington Partners as part of the transaction.

**About Constant Contact**
Constant Contact makes digital marketing easy and effective for small businesses and nonprofits across the globe. Whether just starting or managing complex multi-channel campaigns, SMBs benefit from our powerful SaaS platform that delivers a simplified marketing experience in less time and with better results. With cutting-edge technology, best-in-class deliverability, and award-winning customer support, we help the small stand tall. Learn more at constantcontact.com.

**About Clearlake**
Clearlake Capital Group is a global investment firm managing integrated platforms spanning private equity, liquid and private credit, and other related strategies. Founded in 2006, the firm has more than $90 billion of assets under management and has led or co-led over 400 investments globally. With deep knowledge and operational expertise across the technology, industrials, and consumer sectors, Clearlake seeks to partner with experienced management teams, providing patient, long-term capital and aiming to drive value through its active hands-on operating approach, *O.P.S.*® (Operations, People, Strategy). Headquartered in Santa Monica, Clearlake maintains a global footprint with offices inDallas, New York, London, Dublin, Luxembourg, Abu Dhabi, and Singapore. For more information, please visitclearlake.com or follow us on LinkedIn.

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