



NEWS RELEASE

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Ansira Announces Platform Integration Enhancements and New Brand Identity

90 Days After Acquisitions of BrandMuscle and SproutLoud, Ansira Continues to Strengthen Commitment to Brands in Distributed Ecosystems

ST. LOUIS – September 30, 2024 – [Ansira Partners, Inc.](#) (“Ansira”), an independent global marketing technology and solutions company, today announced enhancements to its platform technology and a new unified brand identity as it marks 90 days post-double acquisition of BrandMuscle and SproutLoud in early July. Ansira’s integration of the complementary technology from the three entities into one brand-to-local growth platform has a clear roadmap with upcoming milestones including client upgrades and enhanced features, which will go to market with Ansira’s new brand identity.

“Our vision is clear – to be the go-to platform for brands going to market through distributed ecosystems,” said Ansira CEO Paul Tibbitt. “Our new brand identity and unified platform technology reflect this commitment to synchronized marketing, helping our clients accelerate their growth while maintaining compliance and consistency through fragmented sales and distribution channels.”

Ansira’s brand-to-local growth platform empowers brands with cutting-edge tools that accelerate growth at the global, national, regional and local levels. The platform allows brands to extend their marketing and sales enablement tools to more parties at different levels of the distribution chain, giving them greater control over their marketing efforts to build stronger relationships with their end customers, leveraging social media, advertising, and web technologies. By expanding its ability to incentivize stakeholder participation, the technology fosters deeper engagement and loyalty, driving success from the grassroots level. The advanced reporting suite provides actionable insights into marketing performance, empowering brands to continuously refine strategies for better results. Additionally, with AI seamlessly integrated throughout the platform, brands can efficiently scale operations with automated workflows, compliance monitoring, and dynamic asset creation, all while maintaining brand integrity.

“Ansira’s new platform architecture is a true combination of the best-in-class capabilities from each company, enabling us to help brands manage their entire ecosystem from one central hub,” said Ansira Chief Product and Technology Officer Desiree Toto. “By unifying under a cohesive platform, we are enabling brands to accelerate their go-to-market strategies and engage more effectively with their audiences across distributed networks.”

To further refine Ansira’s technology focus and company vision, the company divested its Sincro division, the tier three automotive dealership solutions business, to DealerOn on September 25, 2024. This strategic move further solidifies Ansira’s commitment to delivering innovative solutions that focus on helping companies streamline brand-to-local marketing and drive growth for their partner ecosystems. This divestiture was only inclusive of Ansira’s tier three dealership customers, and the company is

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committed to continuing to support its long-tenured auto OEM and tier two auto clients, as well as the many other industry verticals represented in their client roster.

With the integration of the platforms and the refinement of the company vision, a new go to market branding has been created. Built around the essence of synchronicity, the [new brand identity](#) underscores Ansira's ability to help brands orchestrate seamless marketing experiences that accelerate speed to market, increase profitable revenue, and ensure compliant, standardized, and unified engagement across complex ecosystems. The company's platform technology allows internal and external teams to work in harmony, bringing together diverse components in a way that feels natural, effortless, and carefully orchestrated.

"Our new brand represents the evolution of our business and our commitment to synchronizing brand-to-local marketing for our clients," said Tibbitt. "We've created a platform that doesn't just help companies market at scale, but ensures every interaction, from the national to local level, is in perfect harmony, driving growth and reinforcing brand integrity."

Ansira is backed by Truelink Capital, a middle-market private equity firm based in Los Angeles.

ABOUT ANSIRA

Ansira is the leading marketing platform for brands that operate in distributed ecosystems. By orchestrating the entire brand-to-local value chain, Ansira synchronizes global companies' internal teams (field marketing, distributed sales, and front-line service employees) and external teams (channel partners, agents, locations, franchisees, and dealers) across channels, markets, and regions. Ansira leverages AI-powered technology, vertical expertise, local insights and strategic partnerships to optimize marketing performance and empower partner growth at scale. For more information on Ansira visit [Ansira.com](https://www.ansira.com) or [LinkedIn](#).

ABOUT TRUELINK CAPITAL

Truelink Capital is a middle-market private equity firm based in Los Angeles. Truelink pairs deep industry experience in the technology-enabled services and industrials sectors with a commitment to building partnerships that drive long-term value creation through an operationally focused strategy. Truelink partners with management, corporate sellers, and founders to accelerate growth through the execution of operational improvements, strategic initiatives, and transformative add-on acquisitions.

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