

## Big data behavioral analytics co Clarisite raises \$5.5m



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The Israeli company is moving its headquarters from Petah Tikva to London.

Israeli big data behavioral analytics company **Clarisite** has closed a Series A \$5.5 million round of financing led by Lazarus Israel Opportunities Fund, a US-based hedge fund. Clarisite also announced the appointment of London-based Yaron Morgenstern as CEO who will lead the company's international expansion.

Yoav Schreiber, Yaron Gueta and Hanan Blumstein founded the Petah Tikva-based company in 2010, which is a disruptive provider of 'third umpire' digital customer experience solutions for both the web and mobile. With a focus on the financial services and insurance sector, Clarisite is working with organizations such as AXA Global Insurance to inform and facilitate action based on real-time insights, both online and on apps. This actionable insight is used to optimize the customer experience, enhance customer service, improve regulatory compliance and reduce risk exposure.

Morgenstern said, "Clarisite has a unique market offering, providing organizations with on-demand actionable insight into their customer's behavior. As traditional bricks and mortar companies fully embrace their digital touch points, often under strict regulatory scrutiny, we are perfectly placed to ensure they have the information they need when they need it to

make informed decisions and take actions upon them. It's like having a third umpire to help make informed decisions. Moving our head office from Israel to London is a first step in our expansion plans."

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<b>Nasdaq</b> Dec 3 03:04	<b>S&amp;P 500</b> Dec 2 23:04	<b>TA Bluet</b> Dec 3 13:13	<b>TA25</b> Dec 3 13:13	<b>USD/EUR</b> Dec 3 13:08	<b>NIS/EU</b> Dec 3 13:08
▼ -0.64% 5123.22	▼ -1.1% 2079.51	▼ -0.02% 346.81	▼ -0.08% 1574.09	▼ -0.5% 1.0559	▼ -0.31%