
WilmerHale Counsels Zaius in \$8M Series B Funding Led by Underscore.VC

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Zaius, the only CRM built for the scale and velocity of business-to-consumer (B2C) marketers, announced it has closed an \$8 million investment led by _Underscore.VC, with participation from Leaders Fund and existing investor Matrix Partners. Zaius is pioneering the B2C CRM category and experiencing rapid growth as it meets increasing demand from household brands such as Nine West and Easy Spirit, as well as innovative e-commerce businesses like Moda Operandi.

Zaius empowers direct-to-consumer marketers to maximize customer lifetime value by unifying all customer interaction data in a single platform, making it possible to understand key revenue-drivers and automate customer touch points across every channel. With the additional funding, Zaius will grow sales and marketing to respond to the market opportunity, further increase the ease and speed of integration, and expand partnerships across the marketing ecosystem.

The WilmerHale team handling the transaction included Partner [Mick Bain](#), Counsel [Kaylan Sliney](#), Associate [Todd Rosenthal](#), Attorney [Heidi Treiber](#) and Senior Paralegal Karen Lake.

For more information, read [Zaius' press release](#).