

Singapore based startup by Ex-Googlers Crackle Technologies raises USD 1.7 Mn to build infra-tech to support publishers scale up programmatic ads with AI

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NEW YORK--(BUSINESS WIRE)-- Singapore-based Crackle Technologies has raised a \$1.7M pre-seed round to build AI based products to help publishers maximize their adtech earnings. Round is led by We Founder Circle & **ACVentures**. Other investors that participated include founders of Impetus Technologies, Sunicon Ventures, DeVC and Misfits Capital. Importantly, founders of prominent publishers like Ludo King and others have bestowed their faith in the Crackle team and their product offering by joining as investors. After gaining traction across Asia, Crackle is launching in United States with a focus on Gaming & App publishers.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240910623256/en/>

Crackle Co-Founders (L-R) Harsh Mittal, Shashank Dudeja and Jaivir Singh Nagi (Photo: Business Wire)

The funding will be largely deployed in product & technology and to scale

operations globally to support publishers across gaming, apps, news, and OTTs (by addressing key pain points including low fill rates and eCPMs). Crackle's proprietary tech applies advanced data analytics and predictive modeling to optimize publisher's ad revenue, automate workflows, and deliver exceptional user experiences.

Crackle is founded by three ex-Google executives, Harsh Mittal, Shashank Dudeja and Jaivir Singh Nagi, who have a combined experience of 18 years in the publisher monetization industry. In their professional experience, they

managed billions of dollars in ad tech revenue and helped multiple publishers scale their ads monetization 10x by introducing several industry-first innovations. **Crackle's mission is to enable publishers to maximize their earning potential and build sustainable businesses.**

Commenting on the investment, **Vikash Jaiswal, creator of the wildly popular LudoKing with 1Bn+ downloads, stated**, "The founding team's experience and deep insights in games ad monetisation puts Crackle in the forefront of adtech innovation. I am excited to be a part of their journey."

Jaivir, Co-Founder, Crackle, expressed his gratitude towards the investors for their trust, he added, "this funding will be instrumental in advancing our mission to maximize publisher revenue and fuel a thriving ecosystem of diverse content to keep the internet relevant and useful for all."

Harsh, Co-Founder, Crackle added, "As a strategic market with its large size, innovative ecosystem, and high-quality standards, the US offers a significant opportunity for us to validate our product's global excellence."

Since its launch in 2023 Crackle has gained significant traction generating significant returns for publishers impacted by lower monetization and the dominance of major tech platforms.

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