



**FOR IMMEDIATE RELEASE**

**Edison Software Acquires Return Path's Consumer Insights Business**

*Solidifies Edison Trends as the Leading Market Research Provider for Ecommerce*

October 25, 2017 -- San Jose, CA -- Edison Software ([www.edison.tech](http://www.edison.tech)), creator of the high quality Edison Trends ecommerce market intelligence platform, today announced it has acquired Return Path's Consumer Insights business. Consumer Insights, the product that offers companies item-level ecommerce receipt data, will be merged into the Edison Trends platform, furthering Edison's capability to enhance company visibility into competitive landscapes, share of wallet, voice of customer, market trends, purchase preferences, price shifts, and more.

Powered by an advanced artificial intelligence-based mail platform, Edison Trends provides comprehensive and up-to-the-moment ecommerce-based intelligence reports that are aggregated and anonymized to help customers better understand national purchase trends and shopping demand. Trends delivers quality market intelligence -- based on accurate, detailed, and real-time data that is updated daily from more than 11,000 brands. Trends is a compliant, flexible, and zero-risk data panel owned directly by Edison.

The move solidifies relationships with the majority of the top market research companies in the growing Edison Trends portfolio of customers. Edison Trends will expand its customer base and will be serving a much bigger set of companies seeking high quality, actionable ecommerce insights to drive investment and market strategies. By adding the market knowledge, client portfolio, and dedicated team of Return Path's Consumer Insights business to Edison's cutting edge analytical platform, both current and future customers will be equipped with the ability to make groundbreaking discoveries in their industry.

"In Edison, we've found an ideal home for our Consumer Insights business, as well as a great home for the employees in our CI division," said Matt Blumberg, CEO at Return Path. "With this move, we will now be able to concentrate our efforts and resources entirely behind our core Email Optimization business."

"The Return Path Consumer Insights team is incredibly talented and they will amplify the immense value that Edison Trends already offers businesses," said Mikael Berner, Co-Founder and CEO at Edison. "We are committed to protecting our users privacy while providing high quality research on trends to sharpen investment strategies, grow market share, and improve overall business decisions in ways our customers never imagined."

For more information about Edison Trends visit <http://trends.edison.tech> or contact [bizdev@edison.tech](mailto:bizdev@edison.tech).

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**About Return Path**

# Edison

Return Path analyzes the world's largest collection of email data to show businesses how to stay connected to their audiences and strengthen their customer engagement. Our data solutions help analysts understand consumer behavior and market trends. We help mailbox providers around the world deliver great user experiences and build trust in email by ensuring that wanted messages reach the inbox while spam doesn't. To find out more about Return Path solutions, visit us at [returnpath.com](http://returnpath.com).

## **About Edison**

Edison Software is transforming the way people communicate with innovative, AI-driven products, including: the award-winning Edison Mail and Edison Assistant applications, the Edison Trends dashboard and Edison API. Funded by Mayfield, USVP, Nautilus Venture Partners and Emerillon Capital, Edison is headquartered in San Jose, California.

For more information visit [www.edison.tech](http://www.edison.tech). Follow us [@edison\\_apps](https://twitter.com/edison_apps) on Twitter.

## **Contact**

[press@edison.tech](mailto:press@edison.tech)