

About AnyRoad

AnyRoad is the leading experiential marketing platform that enables global brands to operate and optimize their events, tours, classes, and activations to grow brand loyalty and increase experience ROI.

AnyRoad allows companies to streamline and scale their experiential programs with a flexible, configurable platform powered by AI learning. It provides the powerful insights needed to accelerate business growth. Unlike event management software, point solutions, or IT-developed tools, AnyRoad's unified platform manages the entire guest journey, from first brand interaction to brand advocate. For more information, visit www.anyroad.com

Problem AnyRoad is Addressing & Company Origins

Businesses who relied on legacy experiential marketing programs historically have had to use disparate tools to run programs (ticketing, payments, etc.) which leads to human error and is overall time-consuming, which ends up depleting budgets. Additionally, there has historically been a lack of data and overall insight into understanding how experiential events and marketing drive ROI and provide true business impact. Seeing a visible gap and need in the market, AnyRoad has been able to provide a holistic solution for marketers and businesses alike. AnyRoad is the leading unified experiential marketing platform that facilitates both the entire consumer journey (data and insights) and the organization's resources for events, tours, and activations. With the ability to be flexible and scalable, AnyRoad supports many use cases at thousands of locations and with millions of consumers.

Founded in San Francisco in 2013 by Jonathan and Daniel Yaffe, AnyRoad is the leading experiential marketing platform. Over 200 brands including Anheuser-Busch, Ben & Jerry's, Budweiser, Diageo, Michaels, and The North Face partner with AnyRoad to offer extraordinary consumer experiences and draw insights from data to connect better with customers.

AnyRoad Today

AnyRoad is the **only** unified platform to instantly provide deep insights such as customer satisfaction (NPS) scores, customer feedback analysis and industry benchmarks. Additionally, AnyRoad is the easiest platform for setting up on-brand experiences and doesn't require IT teams' support as all of the data is housed in the cloud. Finally, AnyRoad provides personalized, industry-leading, customer support and consultative services to help organizations achieve results faster.

Example Customers

- Ben & Jerry's
- Budweiser
- Diageo
- The North Face
- Sierra Nevada

Company Stats

- 200+ customers engaging consumers in over 90 countries
- 15M annual experiential data points captured via the platform
- 100+ employees

Customer Impact

- Powered over 11k experiences for 2.9M guests in 2022 (to-date)
- Over \$42M in ticketing revenue (in 2022 YTD)
- [AnyRoad was listed as a High Performer](#) in the following six G2 Winter 2023 Grid categories:

- [Event Registration & Ticketing Software](#)
- [Event Management Platforms](#)
- [Online Appointment Scheduling](#)
- [Experience Management](#)
- [Feedback Analytics](#)
- [Tour Operator](#)

Founder Bios

[Jonathan Yaffe](#), CEO and Co-Founder, [AnyRoad](#)

Jonathan Yaffe is the CEO and Co-Founder of [AnyRoad](#) (which recently closed their [\\$47M Series B](#)), a data and analytics platform that powers the data behind many of the Fortune 2000's experiences, including Absolut, the Kentucky Bourbon Trail, Michaels Arts & Crafts, Sierra Nevada and Diageo. Jonathan began his career in experiential marketing at Red Bull, and holds a degree in Cognitive Science from the University of California Berkeley.

[Daniel Yaffe](#), COO and Co-Founder, [AnyRoad](#)

Ten years ago, Daniel Yaffe and his brother Jonathan co-founded AnyRoad, the leading platform for data-driven experiential marketing. AnyRoad enables global brands to operate and optimize their events, tours, classes, and activations to grow brand loyalty and increase experience ROI. As the COO of AnyRoad, Daniel works closely with companies like Budweiser, Diageo, Michaels, Ben & Jerry's, and The North Face to prove the impact of their experiential marketing efforts - streamlining and scaling their programs with a flexible, configurable platform and powerful insights needed to accelerate business growth.

Daniel comes to experiential marketing with a diverse background in entrepreneurial endeavors including brand building and innovative marketing. Prior to AnyRoad Daniel was the cofounder and Producer at Open Content Media which designed, produced, and distributed creative video content for some of the world's most iconic brands. He is the founder of [Drink Me Magazine](#) and grew the publication to a readership of 400,000 before its acquisition in 2012. The magazine's success spiraled into a book deal - and Daniel wrote [Drink More Whiskey](#) which has been published by Chronicle Books across the globe.

Daniel's entrepreneurial passion extends to multiple groups, including the [Future of Storytelling](#) organization which looks at the evolution of storytelling in the digital age and to mentoring young refugee entrepreneurs worldwide to jump start their careers through The [Refugee Jumpstart](#) organization.

Daniel is a regular contributor to Adweek, and has been named one of Inc. Magazine's top 15 People Changing the Face of Experiential Marketing.

Additional Links

- [Who we are at AnyRoad](#) - Company About Page
- [Check out our latest news](#) - News Room
- Contact - press@anyroad.com

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