



Volaris Group Strengthens Presence in Marketing and Sales Tech Industry with Acquisition of ClickDimensions

ATLANTA (January 9, 2023) – [Volaris Group](#) (“Volaris”) today announced it has acquired [ClickDimensions](#), a provider of technology to unify sales and marketing efforts for small to medium businesses, from [Accel-KKR](#), a private equity firm focused on software and tech-enabled businesses. Volaris is committed to building durable, world-class companies and has the infrastructure to help ClickDimensions continue to support its customers, partners, and employees. With access to Volaris best-practices and operational expertise, ClickDimensions will be well-positioned to seize future opportunities while maintaining its brand, leadership, culture, and approach to customer and partner relationships.

“We view this acquisition as a great opportunity for both Volaris and ClickDimensions to provide innovative solutions for the ever-evolving MarTech and sales enablement industries,” said Jay Hoffman, Group Leader at Volaris. “I’m eager to work alongside ClickDimensions’ leadership team to propel their strategy forward and continue to serve their global footprint of customers and partners. We’re pleased to welcome ClickDimensions to the Volaris Group.”

ClickDimensions helps solve a major challenge in the industry. Historically, small to medium businesses have not had the capability large enterprises have to unify the customer experience and minimize broken handoffs and recycled leads.

“With the strength and global scale of Volaris behind us, we envision a bright future for ClickDimensions and the customers and partners we serve,” stated Mike Dickerson, CEO at ClickDimensions. “We look forward to continuing development of our product suite and further solidifying our long-term commitment to the Microsoft ecosystem, innovation and SMB market.”

“Small to medium businesses are just as keen as large enterprises to acquire and build deep, loyal customer relationships, and ClickDimensions has put the capability to do so into the hands of thousands of companies worldwide,” said Rob Palumbo, Managing Partner at Accel-KKR, which invested in ClickDimensions in 2016. “It has been gratifying to help ClickDimensions grow just as the company itself has helped thousands of small to medium businesses grow and expand. We look forward to cheering ClickDimensions and Volaris from the sidelines.”

ClickDimensions will operate independently and continue to serve its network of more than 3,000 organizations across the globe, equipping them with the tools to unify sales and marketing functions while driving lead generation and revenue.

For more information about ClickDimensions, visit www.clickdimensions.com.

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About ClickDimensions

ClickDimensions is the technology solution for small to medium businesses (SMBs) that unifies all sales and marketing efforts and gives organizations more control over every lead. With a single unified platform, ClickDimensions helps SMBs

take back control of their leads by giving them a way to reach every target, see every interaction, and connect everything together. That's why over 3,000 organizations across the globe trust ClickDimensions. [ClickDimensions | It's your lead now.](#)™ For more information, visit www.clickdimensions.com, follow @ClickDimensions on Twitter or email press@clickdimensions.com.

About Volaris Group

Volaris acquires, strengthens, and grows vertical market technology companies. As an Operating Group of Constellation Software Inc., Volaris is all about strengthening businesses within the markets they compete and enabling them to grow – whether that growth comes through organic measures such as new initiatives and product development, day-to-day business, or through complementary acquisitions. Learn more at www.volarisgroup.com.

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