



Biz Crossing client becomes largest market share research company

April 23, 2014 BY Steven Benna

ShareTracker, a client of Ashland-based Biz Crossing, has acquired telecom operator market and flow share measurement assets, making it the largest U.S. market share research company in this sector.

Biz Crossing is a mergers and acquisition firm that serves middle market companies. ShareTracker works with the largest voice and data providers in the world.

“We were excited to work with Eric Fogle, president of ShareTracker, on this opportunity,” said Biz Crossing CEO Gary McKinney in a statement.

McKinney said the ShareTracker team is consistently a leader in innovating products demanded by major telecommunications corporations.

RLJ Credit Opportunity fund, a portfolio company of The RLJ Companies, invested in ShareTracker to support its work of supplying critical market research data to telecom marketing and operational management teams. RLJ generally invests between \$3 million and \$10 million in each transaction.

The investment supports ShareTracker’s wireless, video, voice and data market share reporting. The goal of the reporting is to include cable, satellite and fiber TV subscription services, along with mobile and fixed broadband. Fogle said in the press release that the merger will improve analytical capabilities, allowing ShareTracker to provide the most accurate data to its customers.

“The RLJ Credit investment in ShareTracker promotes American entrepreneurship and skilled job creation in a sector that is vitally important to business performance,” said Robert L. Johnson, founder and chairman of RLJ Companies, in a statement.

ShareTracker is headquartered in Ashland, Mo. It also has offices in Virginia, Florida and California.

<http://columbiabusinesstimes.com/22495/2014/04/23/biz-crossing-client-becomes-largest-market-share-research-company/>