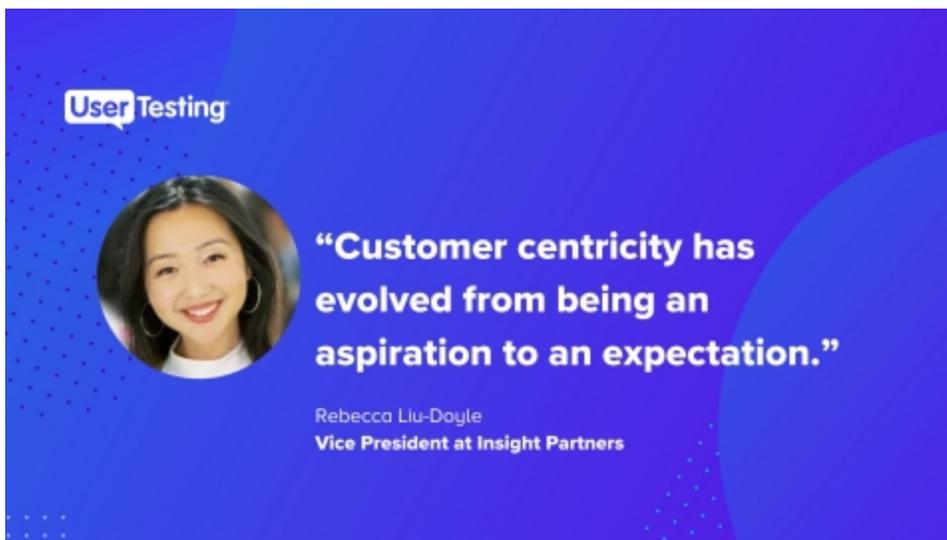


UserTesting Announces \$100M Funding Round

Investment to drive global expansion and help more companies bring human insight into the decision-making process

SAN FRANCISCO--(BUSINESS WIRE)-- [UserTesting](#), a leading provider for on-demand [human insights](#), today announced the completion of its \$100M funding led by global venture capital and private equity firm Insight Partners, with participation from existing investors Accel, OpenView, and Greenspring. The new funding will strengthen UserTesting's go-to-market and development efforts to increase market share and accelerate investment in its platform to continuously deliver on its customers' expectations as well as global expansion.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200319005195/en/>



Rebecca Liu-Doyle, Vice President at Insight Partners (Graphic: Business Wire)

“Customer centricity has evolved from being an aspiration to an expectation,” said Rebecca Liu-Doyle, Vice President at Insight Partners. “Companies across industries are now expected to absorb feedback—on a continuous basis—to deliver an ever-improving experience. As a market leading platform for gathering human insights at scale, UserTesting is

enabling all teams to unite around the voice of the customer and make better, more empathetic decisions. We are excited to partner with UserTesting on the next leg of this journey.”

With this additional funding, UserTesting intends to continue to invest in growth, specifically:

- Expanding the company's global footprint in Europe and Asia and building upon the [acquisition it made today of Teston](#), a European provider of multi-language user testing.
- Accelerating product development with a focus on helping more teams get access to

human insights and using machine learning to drive intelligent insights.

- Investing in additional capabilities to support global scale and infrastructure and continue to make the platform more powerful for new and existing users alike.

“Our vision is to make it easier for all companies to see, hear, and talk to their customers,” said Andy MacMillan, CEO of UserTesting. “We continue to listen to our own customers, and we are evolving and improving our platform based on their needs. We are honored to be joined by industry-leading software investors in Insight Partners, who share our vision as we make on-demand human insights ubiquitous for companies everywhere.”

Throughout 2019, customers ranked UserTesting as the industry leader among Top User Research Vendors in the G2 Grid® Report. UserTesting was also recognized in 2019 as an Inc. 5000 Fastest Growing Company, Inc. Magazine Best Workplaces, and made the Fortune 70 Best Workplaces in the Bay Area list. The principal driver of UserTesting’s innovation continues to be its customers. The investment from Insight Partners will go back to the overall customer experience and ensure the focus remains on meeting customer needs and expectations as they evolve.

About Insight Partners

Insight Partners is a leading global venture capital and private equity firm investing in high-growth technology and software companies that are driving transformative change in their industries. Founded in 1995, Insight currently has over \$20 billion of assets under management and has cumulatively invested in more than 300 companies worldwide. Our mission is to find, fund, and work successfully with visionary executives, providing them with practical, hands-on growth expertise to foster long-term success. Across our people and our portfolio, we encourage a culture around a core belief: growth equals opportunity. For more information on Insight and all its investments, visit www.insightpartners.com or follow us on Twitter @insightpartners.

About UserTesting

UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting’s on-demand [Human Insight Platform](#), companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives, designers and UX researchers confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has more than 1,500 subscription customers, including more than half of the world’s top brands, and has delivered human insights to over 35,000 companies to-date. Backed by Accel, Greenspring, Insight Partners, and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com.

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