

The Privy Story

Privy is the #1 reviewed app for sales in the Shopify App Store, used by 500,000+ small ecommerce brands around the world. Our mission is to provide the tools, education, and support small ecommerce brands need to grow their online stores and build thriving businesses.



Our Core Values



We define our own success by our customers' success.



We seek excellence by taking risks and learning every day.



We treat each other and our customers with honesty and respect.



We believe that life outside the office is just as important as life in the office.



We are building a company and brand that we love.

Feeling the Love



TOP
5%

We're ranked **Top 5%** in the **Happiness** category on Comparably.



★
4.6

We have a **4.6-star** overall rating on Glassdoor.



#171

We placed #171 on the Inc. 5000 Fastest Growing Companies of 2019.





Our Story, From the Man Himself

I'm Ben, Founder & CEO at Privy! I started Privy 1.0 back in 2011 with the idea that local, brick and mortar businesses would be spending more money on digital ads; yet, they were having a really hard time understanding how a click on an ad translated to a customer walking into their store. We started to run pilots and the name "Privy" was born from the idea that business owners would get privy to the fact that they could do better marketing without hiring expensive agencies, all on their own.



In 2013, we closed a \$2M seed round, along with funds from tons of angel investors like Mike Volpe (CEO, Lola.com), Randy Parker (Founder of Constant Contact, and Carole Jabbawy (my mom). But we staffed way too quickly and started a major slow-down.

That's when Privy 2.0 rose from the ashes. With \$1,000 left in the bank, we began rebuilding the company with a skeleton crew and just started talking to customers, every day. Our calls with them taught us two key things: our product was making an impact, and a self-serve product was the way to go. We focused in on companies who were increasing their dependencies on digital marketing, especially email marketing: ecommerce!

Since then, we've been in hypergrowth, and we now have over 500,000 merchants using Privy across 180 countries. We're rated the #1 app in the Shopify store, with 20,000+ reviews.

This year, we're focused on driving the company to profitability, continuing to improve our customer experience, and increasing adoption and retention of our email product. And, we're doing it as a remote first company. Can't wait to see where this next chapter takes us!

-Ben Jabbawy

Our Impact

40%

Of the world has seen a Privy campaign

\$4B

In recovered revenue for our customers

500K

Merchants using Privy to grow their business

