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Deepti Sri · 45m ago · 1 min read

SG analytics firm nets \$5m to expand beyond SEA

Milieu Insight, a Singapore-based consumer data and analytics firm, has raised US\$5 million in its latest round of funding.

More funding details

- **Lead investor:** MassMutual Ventures Southeast Asia
- **Other investors:** OSK Ventures International Berhad and Genesis Alternative Ventures, among others.
- **Stage:** Unspecified

More company updates

- Milieu will use the latest investment for product innovation and developing new software as a service-oriented consumer insight offerings. Funds will also be used to expand the firm’s reach beyond Southeast Asia.
- Milieu has grown its mobile app user base from 500,000 users in 2019 to over 2 million users in 2020. It has also increased its enterprise customer base by 300% to 180 customers as of October 2021, up from 45 at the start of 2020.
- The company has also quadrupled its monthly revenue since October 2019 and said it is on track to achieve its projected growth targets in the future.
- In October 2019, Milieu raised US\$2.4 million in its pre-series A round led by MassMutual Ventures Southeast Asia to expand into the region.
- Since then, it has expanded into six markets, including Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

For more coverage about the company, head [here](#). You can also click on the link below to view the company’s key details and funding history.

Milieu Insight →

Milieu Insight is a marketing optimization SaaS platform that seamlessly connects organizations to consumers in real-time via mobile surveys.

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