

Award-winning Edinburgh and Cardiff based technical marketing agency Yard is poised for exciting future growth following six figure equity investment

Award-winning technical marketing agency Yard is poised for exciting future growth following six-figure equity investment from Finance Wales.

✘ Founded in 2006, Yard has offices in Edinburgh, Cardiff, Glasgow and London and specialises in web analytics, search engine optimisation (SEO) and content creation and marketing.

Considered one of the leading agencies in a rapidly growing market, over the last few years, Yard has had great success achieving strong results for longstanding clients including Sainsbury's, British Gas and ASDA, as well as winning pitches for a number of new clients such as Kettler, Penguin Random House Group and Ty Hafan.

The last year has been a particularly successful one for Yard with award wins including The ESTnet Company of the Year and the inaugural Cardiff Business Award for Best Creative and Digital Business, as well as a number of other nominations.

As the business has grown, so too has the agency, with the number of team members doubling in 2015 and the newest office in Glasgow opening its doors last July.

In early 2016 Yard rebranded and launched a new website, explaining that their upcoming tenth anniversary had inspired

them to make the change to better reflect the agency's ethos and ambitions going forward.

Directors and co-founders Stephan Briggs and Paul Newbury are thrilled that the undisclosed six-figure equity investment from Finance Wales will provide Yard with an injection of capital to continue to innovate and expand.

Briggs commented on the investment: "We are delighted to complete the investment with Finance Wales and to continue our successful relationship with the team. We have a history of attracting and retaining the best talent in digital and our focus is on curating a team who are passionate about what they do and are encouraged by us to achieve their full potential.

"The investment from Finance Wales not only supports our existing growth plans, it enables us to continue to recruit the most exceptional and hard-working individuals. This strategy is critical to the future success of the business, ensuring that our expanding client base is guided through the continually evolving digital marketing landscape by the best minds in the industry."

Finance Wales provides SMEs throughout Wales with debt and equity investment to help them grow. Portfolio Executive, Sam Macalister-Smith structured Finance Wales' investment in Yard. He said:

"Yard has built up an enviable reputation over the last 10 years, expanding significantly and taking on new staff since receiving a loan from Finance Wales in 2013. Stephan and Paul are focussed on growth and our latest equity investment provides them with the financial backing they need to continue expanding. They can further invest in recruiting the high-calibre staff they need to boost a number of Yard's specialist teams and strengthen the company's position as a leading digital agency in the UK."

For further information please contact PR & Marketing Executive Lauren Pearson

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Notes to editors:

1. Founded in 2006 by Paul Newbury and Stephan Briggs, Yard is a highly regarded UK agency providing expert consultancy around our three pillars of services; data, content and innovation. With a 40 strong team of highly trained technical developers; analysts; data and content experts Yard bring years of expertise to delivering client requirements through both proven and innovative bespoke solutions. To find out more please visit our site at <http://www.weareyard.com>

2. Photo L-R: Stephan Briggs (Yard CEO), Paul Newbury (Yard CT0), Sam Macalister-Smith (Finance Wales), Richard Sheppard (Yard Non-Executive Chairman)

Submitted by [Lauren Pearson](#)

