

ANNOUNCEMENTS | 04.14.2025

Choate Represents Litmus Software in Acquisition by Validity

Choate represented Litmus Software, a portfolio company of Spectrum Equity and the leading global provider of email optimization and testing solutions, in its acquisition by Validity, a leading provider of marketing success and customer data intelligence solutions. Validity is a portfolio company of PSG Equity and Silversmith Capital Partners. The acquisition of Litmus furthers Validity's mission to empower marketers with an encompassing platform to create, optimize, deliver, and monitor high-performing email campaigns at scale.

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