Morse Serves as Counsel to Newton Research in Series A Financing Round

August 28, 2025

Morse is pleased to announce that Newton Research, a company using intelligent agents to make marketing analytics more affordable and scalable, has recently announced its Series A financing round, led by Greycoft and Bessemer Venture Partners. This funding will fuel the continued development and expansion of Newton Research's intelligent marketing analytics platform.

Newton Research's solution is built for companies across the marketing ecosystem including brands, agencies, publishers, data companies, and technology companies. Designed to help people work smarter, their intelligent AI agents significantly cut costs and reduce manual effort. With this new funding, Newton Research is scaling its AI agent platform to deliver even greater value to customers.

Morse attorneys Mary Beth Kerrigan and Elizabeth Resteghini served as counsel to Newton Research in this transaction.

Additional details on the investment can be found in Newton Research's press release.

Morse focuses exclusively on the core legal services that businesses need to succeed, helping businesses of all sizes — from startups to Fortune 1000 companies — in the service areas of corporate, intellectual property, licensing, employment, taxation, and litigation.

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