TJC Deepens Financial Partnership with GrowthLoop as Enterprises Modernize Marketing with Agentic AI and Composable Data Infrastructure

New investment in GrowthLoop supports expansion of the Compound Marketing Engine—an agentic, composable CDP built natively on the data cloud—to help innovative brands and commerce media networks drive growth rooted in real-time data

Jan 13, 2026 2:43 PM Eastern Standard Time

NEW YORK--(BUSINESS WIRE)--TJC, L.P. ("TJC"), a private equity firm with over four decades of experience partnering with growth-oriented companies, today announced that it has made a follow-on investment in GrowthLoop, a leading provider of agentic AI-powered marketing solutions built on the modern data cloud.

This latest investment signals continued confidence in GrowthLoop's vision: to help enterprise marketers partner with agentic AI to build real-time, intelligent campaigns that drive growth. Designed to meet the needs of complex, high-volume environments—such as omnichannel retail and commerce media networks—GrowthLoop's composable platform enables marketing teams to activate first-party data directly from their data cloud and drive measurable business impact faster than ever before.

Leading enterprises like Costco, Ford, Google, Albertsons, Fanatics, and Allegro—organizations that manage millions of customer records and operate across multiple channels—rely on GrowthLoop's cloud-native infrastructure. The platform integrates natively with Google BigQuery, Snowflake, and other enterprise-grade data clouds, allowing non-technical marketing and data teams to work from a shared, governed source of truth.

“GrowthLoop is changing the way enterprise marketing delivers personalized campaigns, and we’re proud to help usher in that future by deepening our relationship with the company,” said Eion Hu and Brad Wilford, Partners at TJC. “The Compound Marketing Engine offers a powerful and differentiated approach for retailers and other large-scale enterprises looking to unify customer data, accelerate campaign cycles, and drive growth using agentic AI. We are excited to support this next phase of development and growth.”

Since TJC’s original investment in 2022, GrowthLoop has evolved its platform around a clear progression toward causal, agentic marketing—where AI doesn’t just predict outcomes, but identifies and acts on the true drivers of customer behavior. The company began by delivering a composable CDP that provides enterprises with a scalable, real-time foundation on their own data cloud. From there, GrowthLoop introduced AI Studio, enabling marketing teams to work in a more agentic way by accelerating audience creation, journey orchestration, and campaign execution. Building on this foundation, GrowthLoop is now advancing toward its full Compound Marketing Engine, which applies large-scale causality data, causal agents, and real-time AI decisioning to continuously learn which actions change customer outcomes and improve marketing performance over time.

“This investment from TJC reinforces the urgent opportunity we’re seeing in the market,” said Chris O’Neill, CEO of GrowthLoop. “Enterprise marketing teams are no longer satisfied with disconnected tools and slow iteration cycles. They want real-time learning, composability, and AI that drives growth, faster. That’s exactly what the Compound Marketing Engine delivers.”

The additional capital investment funding will be used to accelerate product development, expand go-to-market reach across retail and media, and deepen integrations with cloud and AI ecosystem partners like Google Cloud and Snowflake.

About TJC
TJC LP, formerly known as The Jordan Company, has worked for more than 40 years with CEOs, founders and entrepreneurs across a range of industries including Diversified Industrials, Industrial Technology, Logistics & Business Services, Digital & Power Infrastructure, Healthcare and Consumer. With $30.9 billion of assets under management as of September 30, 2025, TJC is managed by a senior leadership team that has invested together for over 24 years in over 90 investments. TJC has offices in New York, Chicago, Miami and Stamford. For more information, please visit www.tjclp.com.

About GrowthLoop
GrowthLoop is a pioneer in composable, AI-powered marketing on the data cloud, featured on G2 by its customers as a momentum leader with the best ROI for enterprise. The GrowthLoop Compound Marketing Engine is a composable CDP that drives compound growth by accelerating the marketing cycle, using agentic AI powered by your enterprise cloud data. Growth Agents propose audiences and journeys, and activate campaigns across channels, streamlining execution and continuously analyzing performance data to make suggestions for campaign optimization. Thousands of marketers at enterprises like Google, Indeed, and Costco rely on GrowthLoop to grow faster with agentic AI, drive measurable campaign results, and maximize marketing ROI—compounding growth with every experiment, iteration, and campaign.

CONTACT

Eli Kapsack
Prosek Partners
ekapsack@prosek.com