

Demand Analytics – Generate Sales Leads from Your Unconverted Web Traffic

Lead Generation, Web Traffic Monitoring, and B2B Web Analytics to Measure the Quality of your Website Traffic by Marketing Channel

Demand Analytics™ is an on demand subscription service that enables you to analyze your website traffic and to identify, reach and convert more website visitors in your target market, including those who do not register – the 95+ percent of all Web traffic we call “the silent majority.” With Demand Analytics you can measure the quality and ROI of your online marketing channels including SEO, paid search, social networking, email, display advertising, blogs and PR to allocate your budget more effectively.

Daily Lead Report – The Daily Lead Report displays all businesses within your target market that visited the website on the previous day. A summary of the previous day’s activity, including a list of the best businesses for you to follow up with is automatically delivered via email daily.

WebLeads – The most relevant business contacts, or WebLeads, are presented to you within the Demand Analytics application for sales or marketing follow-up. Business contacts include full name, title, company, industry, address, phone, and email address. For each business, WebLeads includes the date, number of visits and pages viewed for each visit. All business contacts are delivered to your shopping cart, where you can preview them and select the ones you wish to acquire. Included in your Demand Analytics subscription is a cash credit that can be applied to the purchase of business contacts.

Profile Matching and Filtering – Create your custom profile defined by industry, geography and company size, then run reports detailing those visitors who match your profile, as well as the percentage of your traffic that meets your profile criteria both daily and over time.

B2B Web Analytics – Demand Analytics provides a wealth of information to help you understand and manage the quality of your website traffic across campaigns, channels, and sources.

Detailed reports on Web traffic are displayed in an easy-to-read graphical format, revealing business demographics for your traffic including traffic by specific industries or company sizes. Demandbase will also show you how much of your traffic is within your target markets enabling you to see if you are attracting the right



kinds of visitors to your site. You can also discover which market segments or industries might deserve more attention.

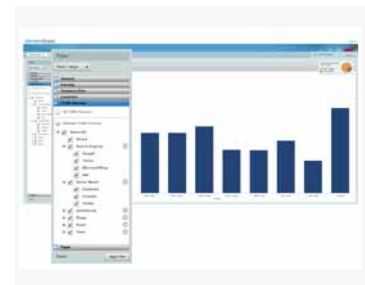
Trend Analysis – Track trends by industry, geography, company size, and target vs. non-target visitors. Trend analysis helps you measure the effectiveness of your sales and marketing campaigns, adapt to fluctuations in demand and build historical views of Web traffic.

B2B Analytics by Marketing Channel – Demand Analytics provides a new level of B2B web analytics that measure the quality of your website traffic across campaigns, channels, and sources such as Search Engines and Social Media. Preset filters will tell you precisely what businesses are visiting your site from Google, Bing, Yahoo, Twitter, Facebook, and LinkedIn, enabling you to finally understand not only who delivers the most traffic, but who delivers the best traffic. Custom filters can be easily added to measure traffic from additional advertising, sponsorships, and other campaigns. Additional filters can be applied by landing pages on your website, to understand what types of businesses are visiting by marketing campaign. This new level of analytics will enable you to better understand if your messages are driving the right audience and if your marketing dollars are being spent on the right channels.

Demandbase Stream™ – Demandbase Stream for Analytics is a desktop application that works like a news ticker to stream filtered business traffic across your desktop. Find out what businesses are visiting your website in real-time and see what search terms they used to find your site, and

which pages they visit. These premium features are available exclusively to Demand Analytics subscribers:

- **Page Views** – For each business website visitor, you can see the specific pages visited, providing you with intelligence about what products or services they are interested in.
- **Integrated Business Contacts** – From within Demandbase Steam you can see a list of business contacts for each business that visited, and select the best contact for sales or marketing follow-up. Included with Demand Analytics is unlimited viewing of business contacts.



I love this product. It takes the pain out of raw lead generation by delivering a highly targeted list that your sales team can follow-up on...

KIRK CRENSHAW
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- Integrated email – Once a contact that you wish to reach out to is selected, you can launch a customized email instantly, from with Demandbase Stream.

About Demandbase

Demandbase is a technology company that enables B2B marketers to improve marketing conversions and turn web traffic into sales. Delivered on demand, Demandbase's SaaS solutions leverage its proprietary Business Resolution Platform, combining real-time identification of the companies visiting a web site with a new breed of B2B web analytics, measurement, and integration tools to make every customer or prospect interaction more effective, and significantly increase conversion rates. Demandbase works as a standalone service or integrated with other sales and marketing technologies to give them new intelligence, enabling companies to align marketing and sales strategies and improve overall campaign performance. Founded in 2006 and in use at more than 1,000 companies, Demandbase is headquartered in San Francisco, California, and funded by Adobe Systems (NASDAQ:ADBE), Altos Ventures and Sigma Partners.



Where Demandbase really helps is with our organic-traffic acquisition... In the last six months, I've been able to drive down my cost-per-lead by 16 percent.

ROB ROSE
CROWNPEAK



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