

Demandbase Company Backgrounder

Overview

Demandbase is a technology company transforming the way B2B companies identify, reach and convert new customers. The company's lead quality platform, Demandbase Central™, is comprised of search, scoring and transaction engines that power a new breed of on demand solutions. The Demandbase solutions uncover, qualify and deliver B2B sales prospects to customers in an online, pay-as-you-go shopping environment. Simply put, Demandbase makes identifying and acquiring qualified business leads as precise, fast and flexible as shopping for music online. Based in San Francisco, California, Demandbase is backed by Adobe Systems (NASDAQ:ADBE), Altos Ventures and Sigma Partners.

Demandbase Facts-at-a-Glance

- Privately held technology company
- Founded in 2006 by serial entrepreneur Chris Golec, who founded and sold SupplyBase to i2 Technologies in 2000
- On demand, lead acquisition solutions for marketing and sales professionals
- Platform offers nearly six million business contacts representing 99 percent of U.S. businesses with more than \$5M in revenue
- Data partners include leading business information providers including Hoovers, ZoomInfo, LexisNexis® and AccuData
- Headquartered in San Francisco, California
- Funded by Adobe Systems, Altos Ventures and Sigma Partners; recently received \$8 million in Series B financing

Market Overview

As competition increases and budgets shrink, today's B2B marketers are more focused than ever on measuring and increasing the return on their marketing investments. The metrics made possible by advanced CRM systems have conditioned B2B marketers to expect better results and more information than traditional marketing vehicles can offer. Today, companies expect better leads, more accuracy and finer tools for measuring. Demandbase meets and exceeds this expectation by enabling them to track the efficiency of existing marketing efforts and transform the results of online marketing programs into actionable sales leads. With its technology approach, online platform, and purpose built solutions, Demandbase will bring an unprecedented level of accuracy, transparency and simplicity to the lead acquisition business.

Market Leadership

Demandbase is used by marketing and sales professionals at more than 2,000 B2B companies, including GE, State Farm and SAS. To facilitate seamless integration of its solutions, the company has partnered with technology, service and solution companies such as Adobe, BAO, Google, Manticore Technology and Salesforce.com. To fulfill its promise of offering the highest quality data available anywhere – online or off -- Demandbase has partnered with the most trusted third party data providers in the world including LexisNexis , AccuData, BusinessWatch Network and Hoovers. Additionally, Demandbase has aligned with leading associations in direct marketing to help shape marketing practices across the industry.

Demandbase Solutions

Demandbase Central™

Demandbase Central is an online platform that delivers a new level of lead quality to B2B sales and marketing professionals. The platform integrates data from the Web, third party information providers, CRM systems and social networks, then cleanses, normalizes and granularly categorizes millions of records based on each user's unique requirements. The pay-as-you-go transaction engine feeds one, or thousands, of leads at a time, with duplicates automatically removed, directly to a user's email, desktop or CRM system.

DIRECT: Demandbase Direct™

Demandbase Direct is a risk-free way for sales and marketing professionals to acquire high-quality, relevant business contact information online. Anyone can use the simple, Web-based interface to access the Demandbase Central™ platform to target customers or markets. In minutes, users can purchase one contact or targeted marketing lists based on a designated target audience, data quality and historical behavior. No subscriptions, minimums, trial periods or duplicates, just high quality leads in seconds.

Demandbase Stream™

Demandbase Stream is the first browser-less Web application that enables sales and marketing people to find out which businesses are visiting their Web site, their interests, and the right people to contact. By downloading the free software at www.demandbase.com and connecting it with Demandbase Direct™, anyone can turn passive Web visits into actionable sales leads. From a ticker that runs across the desktop users can view business traffic information, company details, and recommended contacts in minutes. Users can also set preferences to filter traffic from outside a sales territory or from Internet Service Providers (ISP's).

Executive Management

- **Chris Golec**, founder & CEO
- **Martin Longo**, CTO
- **Larry Bernstein**, vice president of Engineering
- **Dan Lovette**, director of Sales

Investor Overview

Demandbase is a privately-held company backed by Adobe Systems and leading Silicon Valley venture firms, Sigma Partners and Altos Ventures. The company has also received funding from North Bay Angels and Western Technology Investment.

Corporate Offices

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