

## **Demandbase Releases Free App to Convert Web Traffic into Actionable Sales Leads**

\$8 Million Financing from Sigma Partners, Adobe Systems and Altos Ventures  
To Support Rapid Adoption of Lead Generation Solutions

**SAN FRANCISCO, CA – August 25, 2008** –[Demandbase](#), a technology company transforming the way B2B companies identify, reach and convert new customers, today announced [Demandbase Stream™](#), a free downloadable Web application that enables B2B sales and marketing professionals to discover qualified business prospects visiting their Web site, view their respective interests and act upon those opportunities in real time. The new application opens an entirely new channel for B2B marketers, enabling companies to convert the 98% of un-monetized Web traffic already paid for with online investments in Web sites, search and email marketing. Also announced today, Demandbase received eight million dollars in venture funding from Adobe Systems, Altos Ventures and Sigma Partners. The funding will be used to advance development to the Company's technology platform, [Demandbase Central™](#), and enable the rapid adoption of its first two on demand services, Demandbase Stream and [Demandbase Direct™](#). (*See related news release entitled "Demandbase Launches Technology Platform to Transform B2B Sales."*)

"In my business, we predict interest through search, but search is not enough in B2B," said Gordon Hotchkiss, president and CEO, Enquiro a leading B2B search engine marketing firm. "With the majority of search traffic coming from consumers, the thing we hear most from B2B marketers is 'we're getting traffic but how do I sort through it all?' Stream allows companies to put the relevant B2B traffic delivered by Google to work as actual sales leads."

### **Demandbase Stream™: A Next Generation Sales and Marketing Technology**

Demandbase Stream is the first browser-less Web application that enables sales and marketing professionals to find out which businesses are visiting their Web site, their interests, and the right people to target — all in real-time. By downloading the free software at [www.demandbase.com](http://www.demandbase.com) and connecting it with Demandbase Direct, anyone can turn passive Web visits into actionable sales leads in a matter of seconds. From a ticker that dynamically [streams website visitors](#) across the desktop, users can view business traffic information, company details, and [find business contacts](#) that are unique to the product or service being sold. Users can also set preferences to filter traffic from outside a sales territory or from Internet Service Providers (ISP's).

Once a user clicks on the link to connect with Direct, he or she can choose to cross reference that company with any contacts within an existing social network, or in the company's CRM system before purchasing a desired contact.

For sales people, Stream is a tool to [monitor website activity in real-time](#) and discover target companies with an active interest in their products or services, or to act upon an inbound visit that comes from an existing sales opportunity. Marketing departments can use the ticker to monitor the performance of campaigns to individual landing pages or automatically forward contacts to specific sales people, the CRM or marketing automation system.

“Web site analytics tools are designed for the webmaster, not sales and marketing people in need of selling opportunities,” said Chris Golec, founder and CEO of Demandbase, Inc. “Our platform and new Stream technology unite Web traffic and B2B marketing efforts together with the sales team, to dramatically improve the overall return on marketing investment.”

### **Financing**

Also announced today, Sigma partners led the eight million dollar round of financing for Demandbase. Previous investors, Altos Ventures and Adobe Systems also participated in the round. The funding will be used to grow the company as it scales its technology platform to support its first two on demand solutions, announced today. Bob Spinner from Sigma Partners will assume a seat on the Board of Directors.

“We liked Chris’ track record and the technology approach to lead quality, but what really excited us was Demandbase’s convergence of passive Web traffic into sales leads,” said Bob Spinner from Sigma Partners. “If you consider the billions of dollars that B2B marketers spend each year for what they call a ‘lead’, and compare that to the results coming out of Demandbase, this company has a great chance of becoming the next generation platform for lead acquisition.”

### **About Demandbase, Inc.**

Demandbase is a technology company transforming the way B2B companies identify, reach and convert new customers. The company’s lead quality platform, Demandbase Central™, powers a new breed of on demand solutions that bring an unprecedented level of accuracy, transparency and simplicity to the lead acquisition business. The platform is comprised of a search, scoring, and transaction engine which finds, qualifies and delivers B2B sales prospects to customers in a highly-intuitive, pay-as-you-go environment. Based in San Francisco, California, Demandbase was founded in 2006 and is funded by Adobe Systems (NASDAQ:ADBE), Altos Ventures and Sigma Partners. More information can be found at [www.demandbase.com](http://www.demandbase.com).

### **About Sigma Partners**

Founded in 1984, Sigma Partners is a leading early-stage venture capital firm. The Sigma team uses their deep operational experience to provide entrepreneurs with practical strategic counsel through every phase of company growth. With over \$2 billion under management and bicoastal offices, Sigma invests in innovative technology startups across the United States. The team is currently investing Sigma Fund 8, a \$500 million fund raised in 2007. Some of the market leading companies in which Sigma has invested include Atria, Cascade, Clarify, EqualLogic, Internet Security Systems, KLA-Tencor, m-Qube, Octel,

Topio, VeriFone, Vermeer, Vignette and Virtusa. For more information, please visit <http://www.sigmapartners.com>.

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