

## **Demandbase Launches Technology Platform to Transform B2B Sales**

Pay-As-You-Go Online Service Brings Accuracy and Transparency to Lead Generation

**SAN FRANCISCO, CA – August 25, 2008** –[Demandbase](#), a technology company transforming the way B2B companies identify, reach and convert new customers, today announced [Demandbase Central™](#), a technology platform that powers a variety of new SaaS solutions including [Demandbase Direct™](#). The Central platform is comprised of a search, scoring, and transaction engine which finds and qualifies B2B sales prospects and delivers them without duplication, to a customer's email, desktop or CRM system. Demandbase Direct offers online access to the Central platform with an elegant, easy-to-use interface in a pay-as-you-go model free of subscriptions, minimums or trial periods. The Direct experience makes [finding and buying business contact information](#) and sales leads as easy, fast and precise as buying music online. (*See related news release entitled, "Demandbase Releases Free App to Convert Web Traffic into Actionable Sales Leads."*)

"CRM systems are exposing the true cost of bad data, which can exceed hundreds of dollars per record when you consider the cost of mailing, contacting, or emailing the wrong people, and potentially getting blacklisted," said Kirk Crenshaw, Director, Demand Generation, Xactly Corporation. "Demandbase has taken a holistic technology approach to solve the problem, driving the highest ROI from all of my marketing programs. Best of all, their solutions are so easy to use that anyone can get results in minutes – marketing and sales. They keep the garbage out of my CRM system."

### **Demandbase Central™: The Platform**

Demandbase's lead quality platform, Demandbase Central™, powers a new breed of demand generation solutions that provide the highest quality business information available – online or offline. Performing as a ["search and scoring engine" for leads](#), 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 data agnostic platform leverages feeds from leading information partners, such as D&B/Hoovers, Zoom Info, Lexis Nexis Business Information, Data Marketing Solutions, List Orbit, Opt-In Builders, and others, as well as information from across the Web. 98% of U.S. Businesses with revenue greater than \$5 million per year are already included in the platform.

For each user, Central™ assigns every business contact a custom performance "score" that ranges from 0 - 100. The score is generated using algorithms that rate each business contact based on a target audience profile, the quality and freshness of the data sources, and historical responsiveness.

This approach allows users to find the most qualified potential business contacts one at a time, or [create a highly targeted marketing list](#) that delivers a valuable ROI.

“Marketers are at a crossroads with the data industry, which is in the business of selling volume and not capable of mining the important data that customers actually need,” said Chris Golec, founder and CEO of Demandbase, Inc. “We see businesses moving toward much finer targeting and away from a blast mentality. Demandbase’s solutions are designed to deliver a superior online experience while generating better top and bottom line results.”

### **Demandbase Direct™: Quality Leads vs. Quantity Data**

Based on the core technology, Demandbase Direct offers a simple Web-based interface that allows the pay-as-you-go transaction engine to feed one, or thousands, of leads at a time--with duplicates automatically removed--directly to a user’s email, desktop or CRM system. With no subscriptions, minimums, trial periods or duplicates, the products make identifying and purchasing leads as precise, fast and flexible as shopping for music online.

During its six month beta period, Direct™ has been leveraged by marketing and sales professionals at thousands of B2B companies ranging from small service firms to large enterprises including GE, State Farm, and SAS.

### **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).

#### Contact:

Marissa Verson Harrison  
Demandbase, Inc.  
[mharrison@demandbase.com](mailto:mharrison@demandbase.com)  
415-652-1820

Darcy Cobb  
Dotted Line Communications  
[darcy@dottedlinecomm.com](mailto:darcy@dottedlinecomm.com)  
310-472-8600