

# MeritDirect and Demandbase Join Forces to Deliver B2B Lead Generation Service

## MeritDirect to Deliver New Service Leveraging Demandbase Professional™ SaaS Offering

**WHITE PLAINS, NY and SAN FRANCISCO, CA — February 26th, 2009** — [MeritDirect](#), a leader in the B2B direct marketing industry, and Demandbase, a leading provider of B2B customer acquisition solutions, today announced a joint partnership and next generation B2B lead generation service. Leveraging Demandbase Professional™, a new software-as-a-service (SaaS) offering that enables sales and marketing professionals to better identify, reach, and convert new business. MeritDirect has developed a new lead generation service to help their B2B clients to improve their marketing and sales performance and turn anonymous web traffic into new sales leads.

MeritDirect continues to develop solutions for multi-channel marketers and Demandbase is a strong compliment to an extensive portfolio of products and services.

“We are extremely excited to be partnering with Demandbase in offering Demandbase Professional as a lead Generation tool for our clients and partners. MeritDirect is a leader in providing multi-channel marketing solutions for marketers and offering both the Demandbase Professional and the Demandbase Multi-Channel Database is a great fit with our growing portfolio of products and services,” says Rob Sanchez, President, List Management and Interactive Services/Partner.

The [Demandbase Professional](#) service increases the number of B2B leads generated from a website by up to 300 percent by using the latest Web 2.0 technologies and central data platform to turn anonymous website visitor information into actionable sales prospects. Demandbase Professional customers are able to identify the highest potential businesses that visit their websites, summarize visitor interests, and immediately access the most accurate and responsive contacts for sales or marketing follow up. The service is made possible through technology that matches web traffic to unique business offices, and then dynamically identifies the most appropriate people for follow-up from a database of more than five million business contacts. Demandbase Professional also features a new breed of B2B web analytics that allow marketing professionals to identify the business traffic within their target market and segment their traffic by company size, industry, or market sector. These detailed analytics provide marketers with powerful information to better measure marketing effectiveness by specific campaign, web page, or source.

“The combination of MeritDirect’s leadership in direct marketing with Demandbase’s lead generation technology will enable clients to achieve a much higher return from their online investment”, said Chris Golec, CEO and founder of Demandbase. “Most companies are trying to figure out how they can get more out of their existing web site – Merit Direct and Demandbase offer a simple turnkey solution.”

Merit Direct is pleased to offer you access to a marketplace of business contacts created in partnership with Demandbase and a network of leading data providers by simply visiting [www.meritdirect.com/demandbase](http://www.meritdirect.com/demandbase). For additional information please contact, [Rob Sanchez](mailto:Rob.Sanchez@meritdirect.com) at 914.368.1030

### **About MeritDirect**

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

### **About Demandbase**

[Demandbase](http://Demandbase.com) is a leading provider of B2B customer acquisition solutions that enable sales and marketing professionals to better identify, reach, and convert new business. Delivered on demand through software as a service, Demandbase solutions combine the ability to [identify website visitors](#) from target businesses with an integrated database of [high-quality, validated business contacts](#) and [a new breed of B2B web analytics](#) to improve marketing and sales performance. In use at more than 1,000 companies, Demandbase helps generate more sales opportunities and drive new business. Founded in 2006, Demandbase is headquartered in San Francisco, California, and funded by Adobe Systems (NASDAQ:ADBE), Altos Ventures and Sigma Partners.