



STEELHOUSE

Company Fact Sheet

SteelHouse™ (www.SteelHouse.com) is pioneering the emerging field of Behavioral Commerce, helping eCommerce companies deliver offers to shoppers based on their personalities and buying behaviors in real-time. SteelHouse's award-winning technology is called The Opportunity Machine™, and it's the world's first personality-driven offer platform.

SteelHouse offers eCommerce marketers unprecedented insight into their shoppers. For the first time, marketers can truly understand who their shoppers are by their shopping personalities and buying behaviors and – just as important – they can act on that intelligence with real-time, escalating messages and offers that will increase their conversions, sales and revenue.

SteelHouse is the only company to have the technology that puts all of this together – the knowledge, the shopping personalities, the opportunities, the ability to immediately launch campaigns against those opportunities, and to optimize and manage those campaigns – in one easy-to-use touchscreen interface.

Founded: May 26, 2009

Investors: Silicon Valley legend Ron Conway, named No. 6 in *Forbes Magazine* Midas list of top "deal-makers" in 2008, and venture capital firm Baroda Ventures.

Product: The Opportunity Machine™ – Pioneering new Behavioral Commerce technology that helps eCommerce companies identify and immediately capitalize on new opportunities to increase revenue.

Results to Date: SteelHouse has signed up more than 100 eCommerce companies and has gone from zero to 50 million monthly unique visitors within 15 months.

SteelHouse has won Launch: Silicon Valley's Next-Generation Internet Leader award, in addition to winning Top 10 Global Internet Technology by TiE50, and being selected as a Finalist for the American Business Awards (The Stevies).

Executive Team: The SteelHouse team includes veteran direct marketers and engineers from eHarmony, E*TRADE, Oracle and the Rubicon Project – coming together to bring new Behavioral Commerce technology to online retailers.

- Mark Douglas, President and CEO
- Marwan Soghaier, VP of Product
- Takuju Ueda, VP of Engineering
- Brooke Partelow, VP of Sales
- Chris Innes, VP of Client Services
- Anthony Ginn, VP of Marketing

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