



Databook 

CUSTOMER INTELLIGENCE PLATFORM

Investor Information Deck
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Insights are **rapidly changing** the way **Enterprise Sales and Marketing** teams are going to market

Accounts



Which accounts have the highest propensity to buy your solutions?

Relationships



Which executives have the biggest pain and urgency to target?

Pipeline



Why now? Why us? What is your Point of View to increase pipeline?

Opportunities



How much value can your solution(s) deliver? What are your proof points?

Management



Which deals and reps do you need to focus on to beat targets this quarter?

We have spent 3 years in stealth **productizing a proven scientific approach to selling**



We're calling this new category **Enterprise Customer Intelligence**

Our (beta) customers include account execs to CEOs at **the world's best go-to-market companies**



Databook's Customer Intelligence enables GTM teams to be more productive by solving their customers biggest problems



UNDERSTAND & ACCELERATE THE CASE FOR CHANGE

FASTER/DEEPER UNDERSTANDING OF STRATEGIC VALUE DRIVERS

- ☒ **Financial Analysis** – Identify financial strengths & weaknesses vs. peer group
- ☒ **Management Intent** – Identify board-level initiatives to attach to



CREATE A COMPELLING POINT-OF-VIEW (POV)

RIGHT IDEA, RIGHT TIME, RIGHT POSITIONING

- ☒ **Key Buyers** – Who's under pressure to perform?
- ☒ **Recommended Solutions** – which solutions would be most relevant?
- ☒ **Relevant Case Studies** – which case studies provide pertinent proof points?



CREATE VELOCITY IN DEAL CYCLES

BUILD CREDIBILITY & TRUSTED ADVISOR RELATIONSHIPS WITH EXECUTIVE STAKEHOLDERS

- ☒ **Relevance** – focus on the business outcomes that matter most
- ☒ **Impact** – what financial outcomes could your solutions drive?
- ☒ **Thought Leadership** – demonstrate that you know their industry

Our proprietary tech provides go-to-market teams with **deep, personalized customers insights** that drives massive productivity improvements

"Databook saves me days and makes me look brilliant in front of C-level execs. **We're all in.**"

VP Sales, Customer 1

"Databook brings *outside-in* insights that **we have never had before** and we are expanding quickly."

VP Sales, Customer 2

"Databook solves a big problem in sales. **It's a required capability** for every seller."

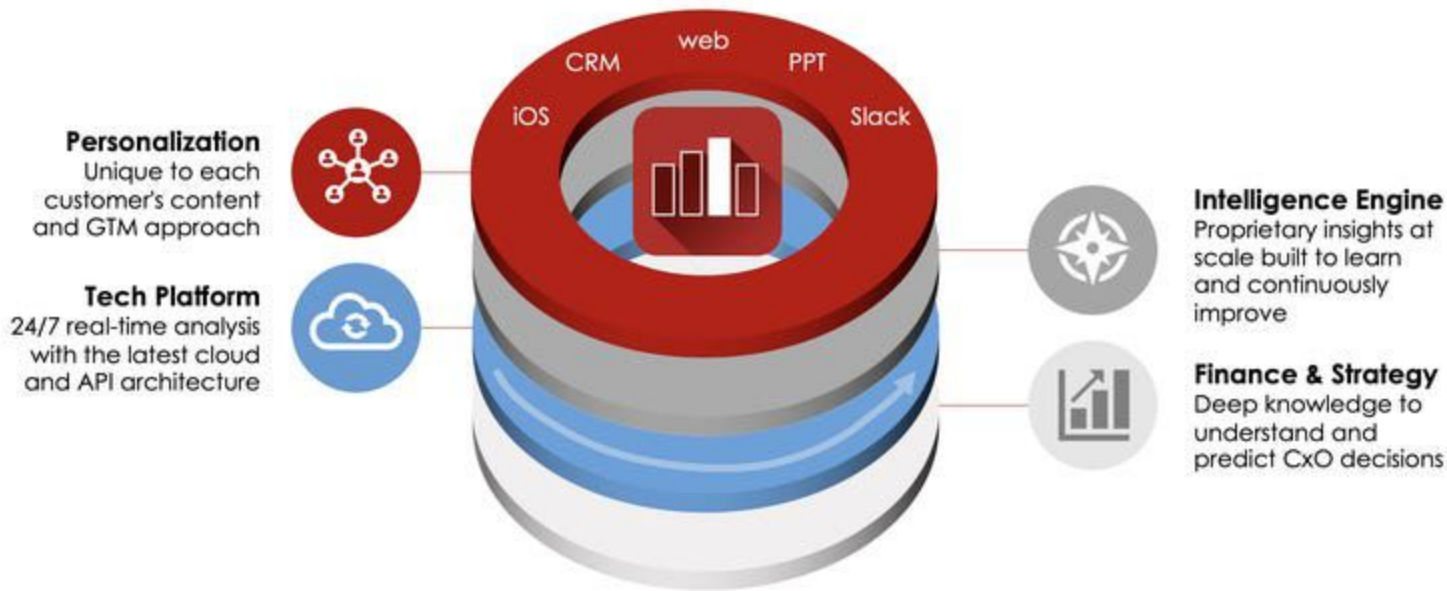
CRO, Customer 2

"Databook is having a **3x-5x impact to ACVs** when being used on net-new and strategic accounts."

Senior Account Exec, Customer 3

Note: Customer logos and names redacted

Databook's customer intelligence platform builds on decades of enterprise selling experience



Databook has built **a unique set of proprietary data and insights** to continuously learn and coach sales teams



1. Sales Insights



2. Sales Performance



3. Intent Graph



4. Sales Methodology



5. Personalization



6. Sales Content

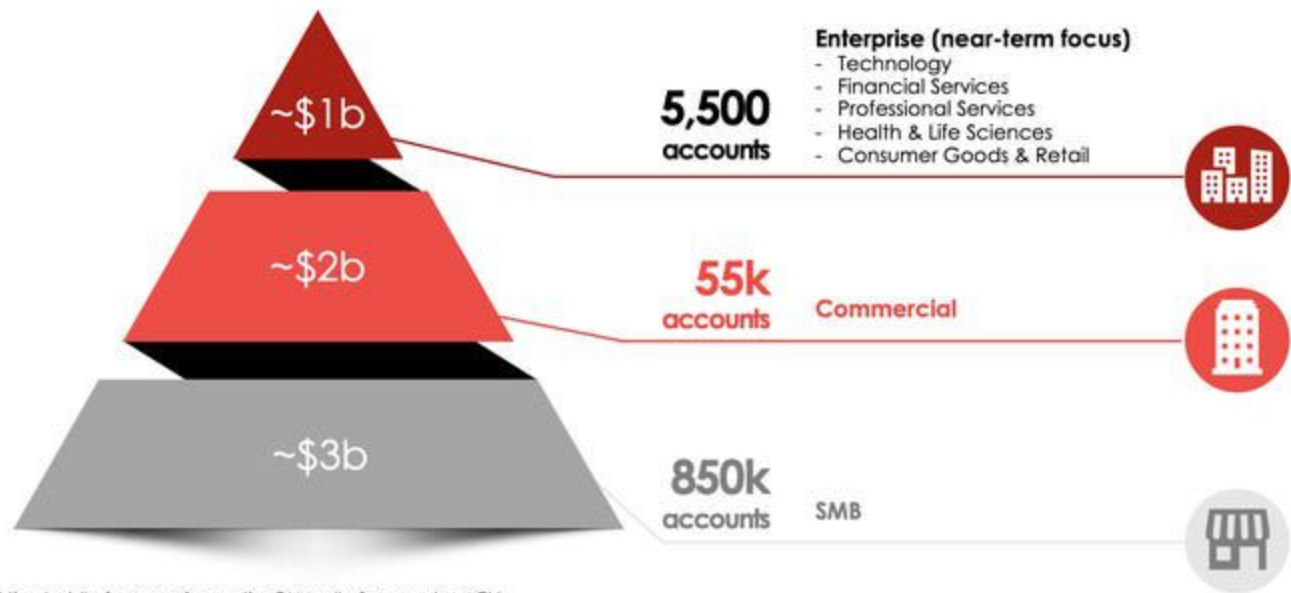
Note: Detailed definition redacted

Customers have been consistently expanding and renewing and our **Net Dollar Retention Rate is 1.5x industry average**



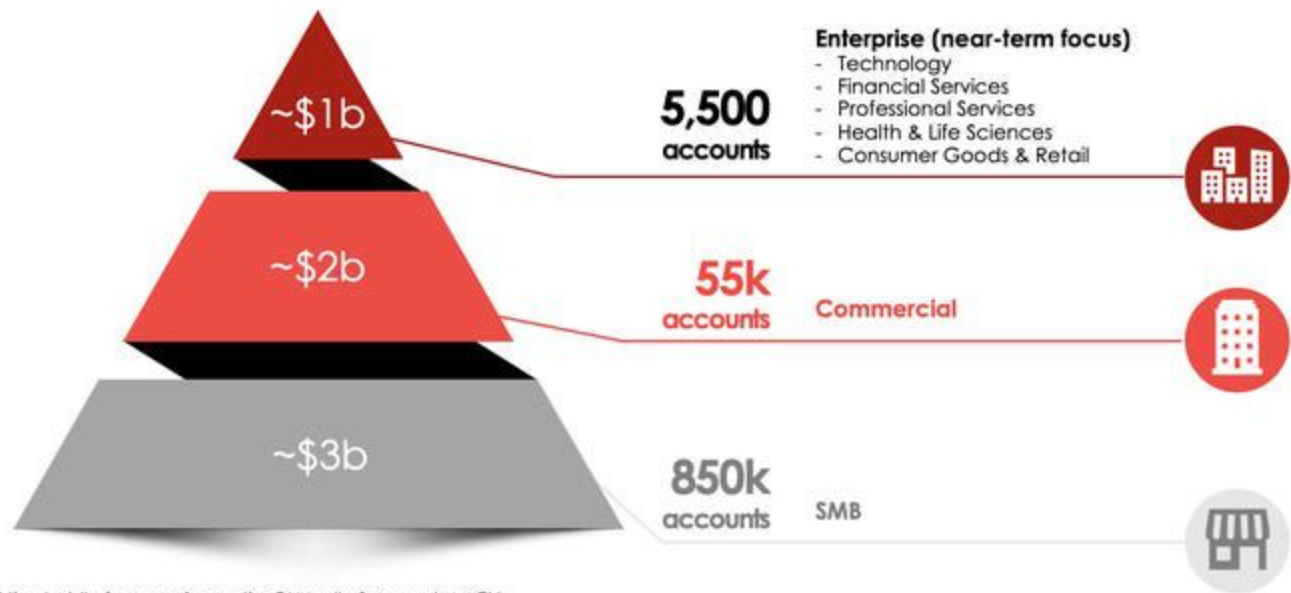
Note: Customer logos are non-exhaustive and following slide on ARR by quarter have been redacted

With execution, Enterprise Customer Intelligence will be a multi-billion dollar category (TAM just for Americas)



Note: Estimated # of companies per tier. TAM = # of accounts x ACV

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Enterprise Customer Intelligence is a new category to power the smart enterprise of the future

There are several relatable categories, but our customers see them as point solutions focused on a narrow area of sales, marketing or enablement.

Enterprise Customer intelligence has never been done at scale.

Account Based Marketing



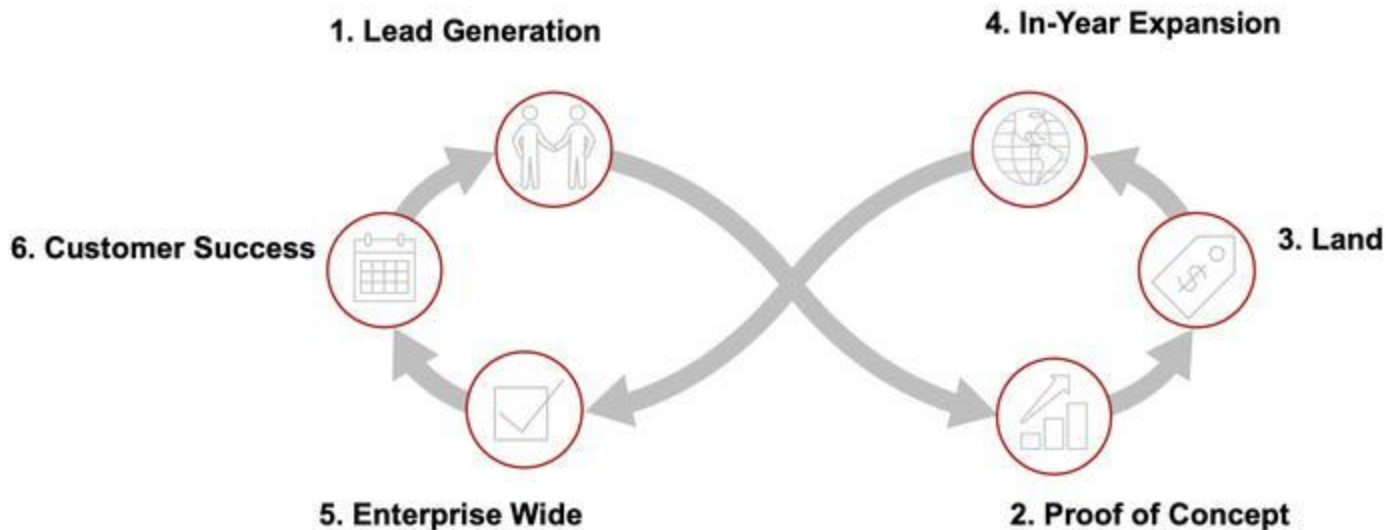
Sales Intelligence



Sales Enablement



We have created a **repeatable go-to-market approach** based on the extraordinarily strong RoI that we generate



Databook is based in Palo Alto and on a mission to create the Intelligent Enterprise



Anand Shah

Co-founder and CEO



Alex Barrett

Co-founder and CPO



Carlos Conde

Head of Engineering



Sean Geary

Business Development



Rebecca White

VP Marketing



Drew O'Brien

Director
Sales



Phil Sukys

Director
Customer Success



**Satyva
Delabarrera**

Inside Sales



Guido Dizioli

Full Stack
Engineer



**Przemysław
Jamrozowicz**

Full Stack Engineer