zvi@contactually.com

Contactually

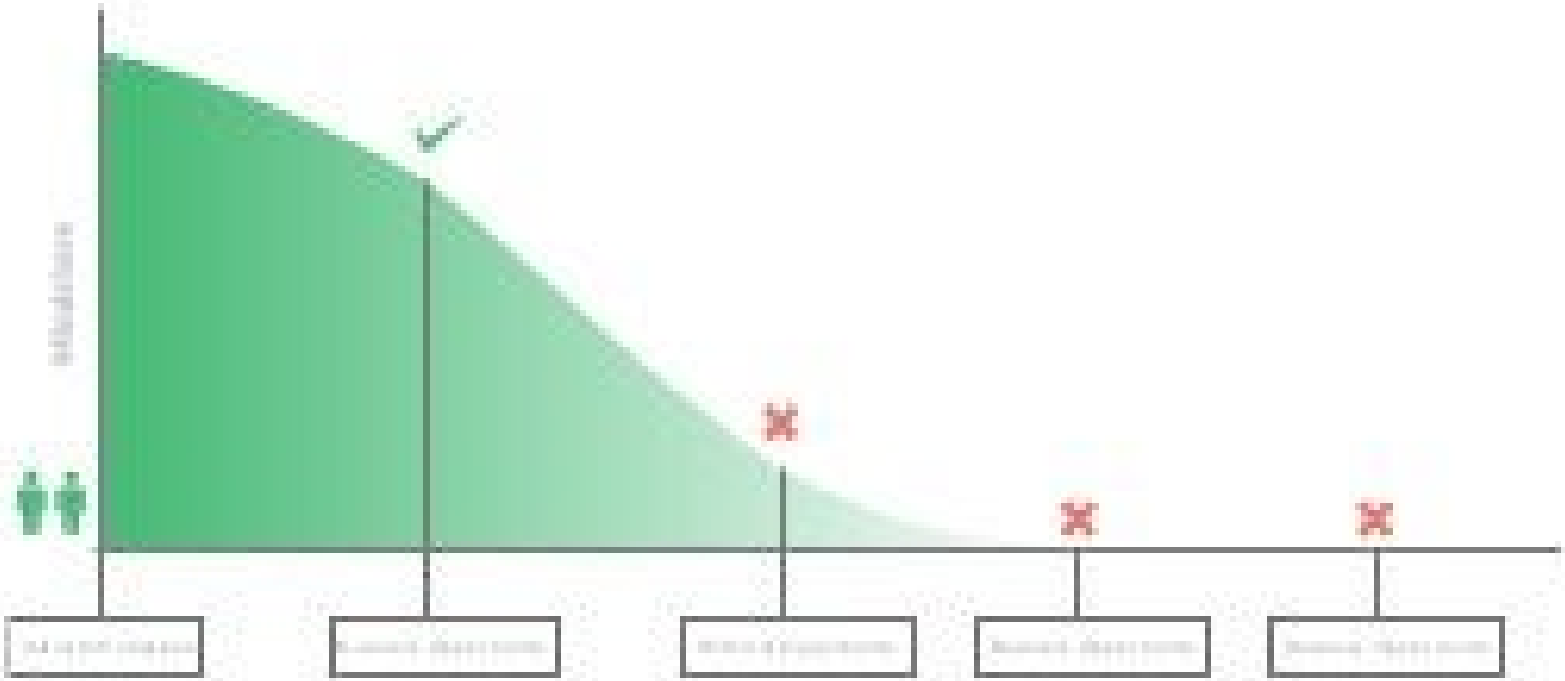
Contactually powers great relationships.

CRM for Professional Services

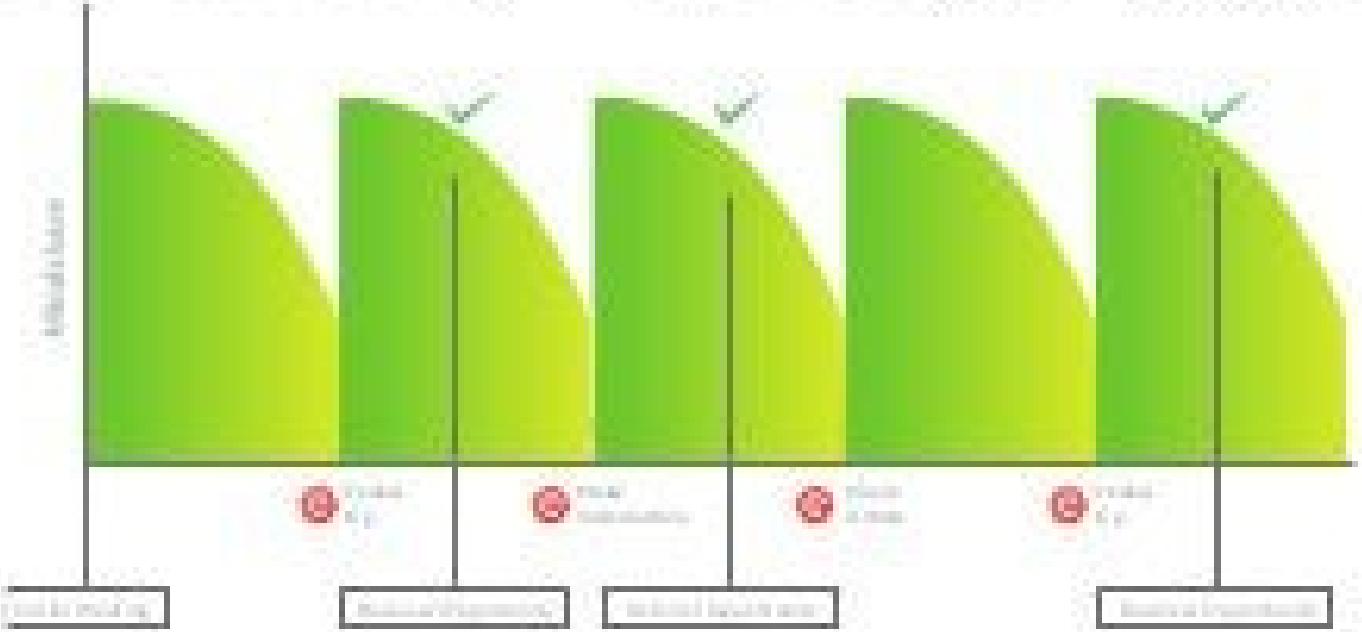
Zvi Band, CEO

Relationships power amazing

For the 7.8M in professional services (real estate, legal, financial services), referrals drive 85% of business - **staying in touch is critical.**



Contactually helps stay engaged



- Active Contactually users report a **34% increase in the number of referrals** they receive annually
- Within 3 months of joining, Contactually users **engage with 97% more people** in their network than before

zvi@contactually.com

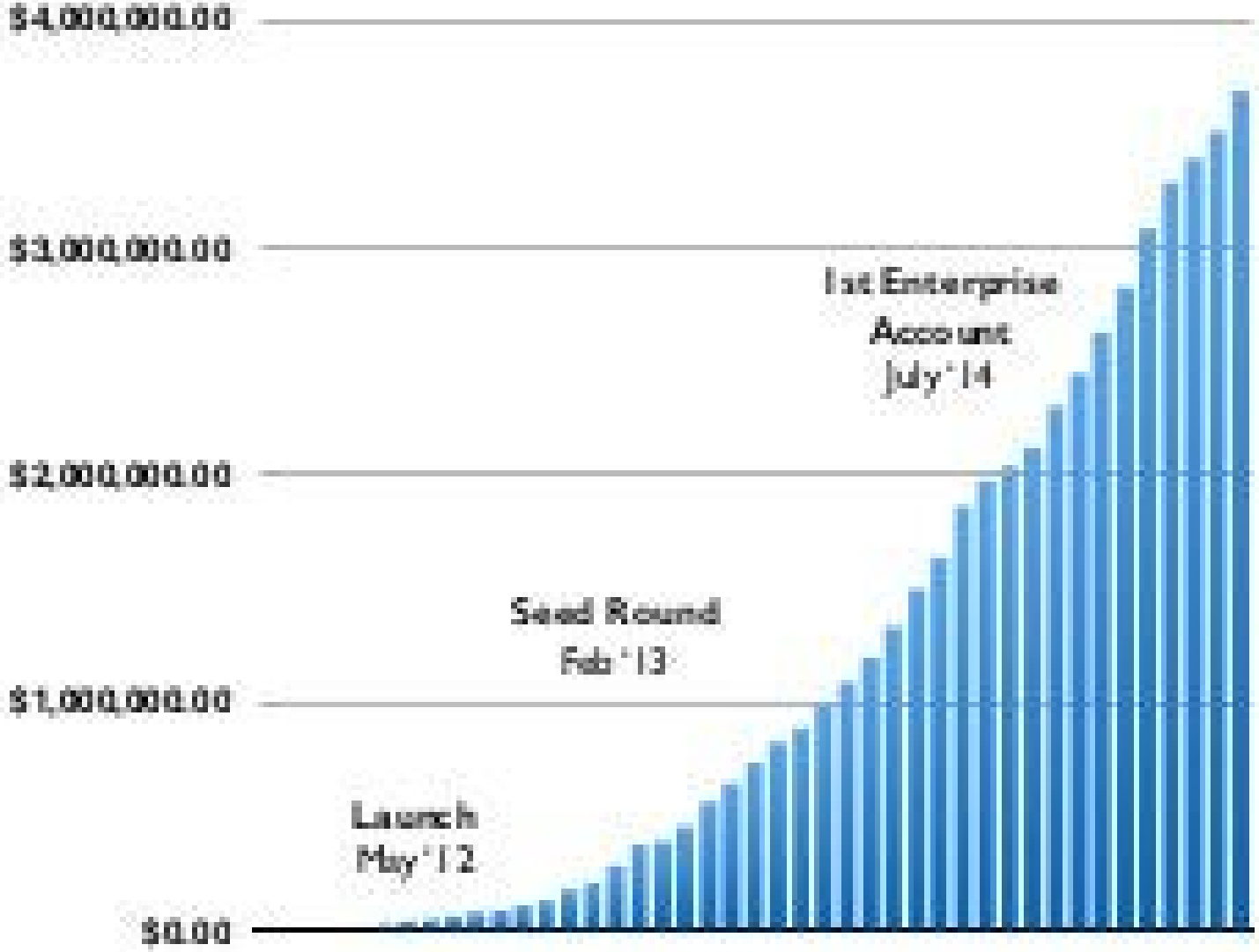
We make it easy and engaging to stay in

zvi@contactually.com

And now provide insights for the team

zvi@contactually.com

Current ARR = $3.68M



Capital Raised
$3.5M

% ARR from Enterprise
0 to 16%

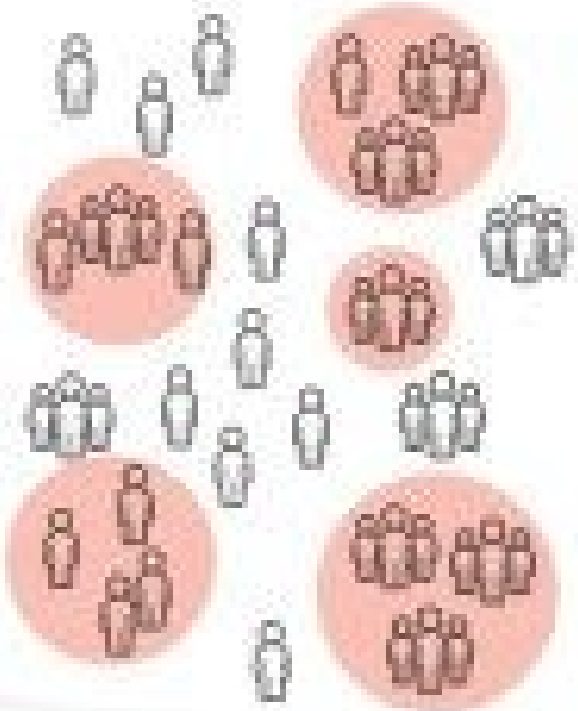
Enterprise Net Churn
-2.5% MoM

Total Net Churn
3.1% MoM

We sell initially to individuals ... and upsell into the Enterprise

Primary Acquisition Channels:
Content, SEO, Partners (95% non-paid)

CAC: $140 LTV: $1,247 ACV: $508



Average ACV: $80K

RE/MAX

kw

FIRSTTEAM

BAIN SEAL

kw NEW YORK CITY

We're going after the gap in a growing

The CRM market is forecasted to swell to $36.5B in the next two years.

Less than half of professional service providers use a CRM.

Why?
Existing CRMs are not built to drive bottom-up adoption with end users

Fundamentally different model of CRM needed (non transactional database)

Source: Gartner and Gartner

zvi@contactually.com

We've raised $3.5M in capital, here's where we go next

Product

- Data insight team to bring key insights and reduce user action
- Build in-demand feature set for teams and enterprise
- Expansion of mobile team and roadmap

Growth

- Expansion of enterprise sales practice
- Capture more customers in enterprise and SMB
- Develop additional markets in professional services

zvi@contactually.com

Founding Team

Zvi Band
CEO

Tony Cappaert
COO

Jeff Cartonella
CTO

Investors and Advisors

Patrick Essers
Mind Mixer

Ben Foster
SVP Product, SOPOMER

Gil Perchina
SaaS Syndicate

Christoph Janz
Point Nine Capital

George Fischer
VP Global Sales, Verizon

Dr. H. Estambolchi
CTO, AT&T

Add'l: 9 00 Startups, Boston Seed, Middleland Cap., Middlebridge Cap., 1776 Venture, Dave Morin (Slow Ventures), Dean Glass (NYSE GNB), Jawad Karim (Yes/Take), Jonathan Aksens (Nuzzle), David Blumberg (Snap Drive)

zvi@contactually.com

Contactually

Contactually powers great relationships.

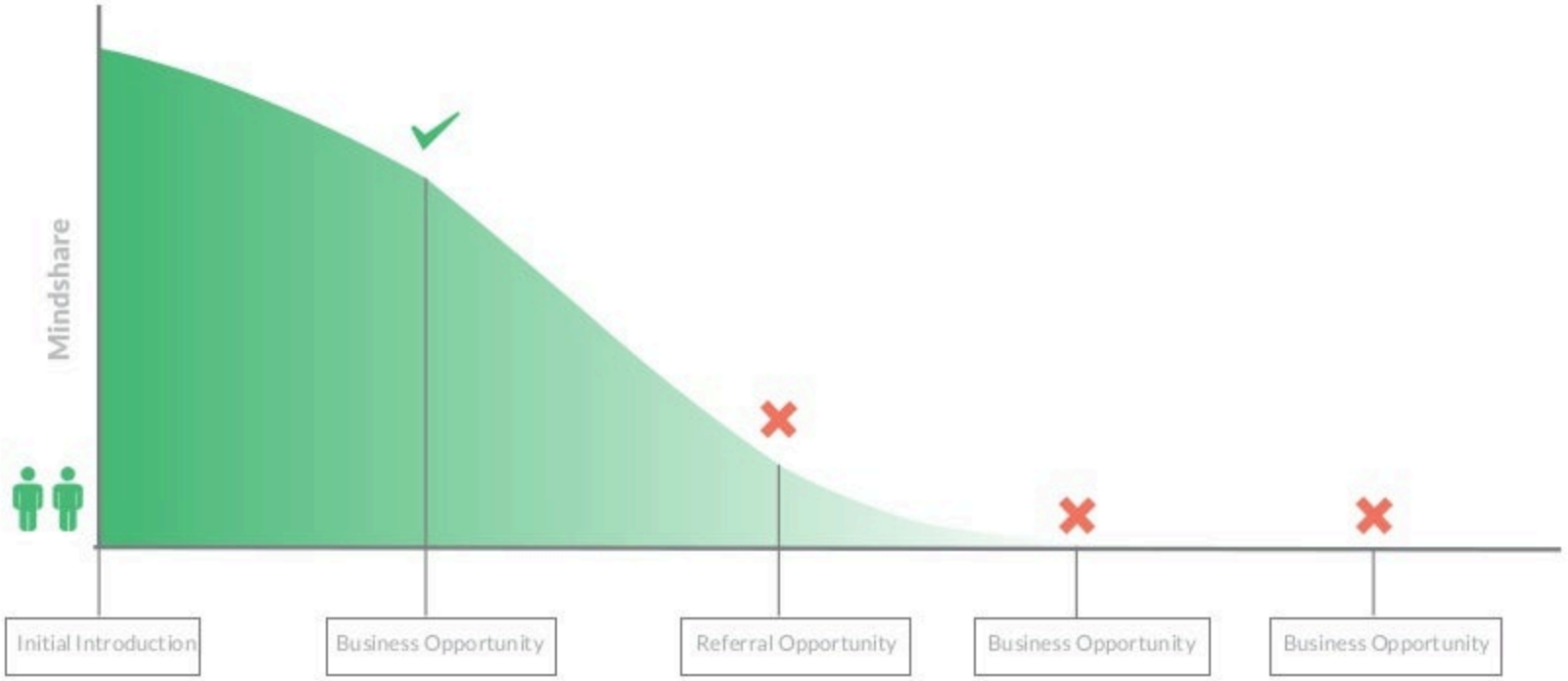
CRM for Professional Services

Zvi Band, CEO

zvi@contactually.com

Relationships power amazing

For the 7.8M in professional services (real estate, legal, financial services), referrals drive 85% of business - **staying in touch is critical.**



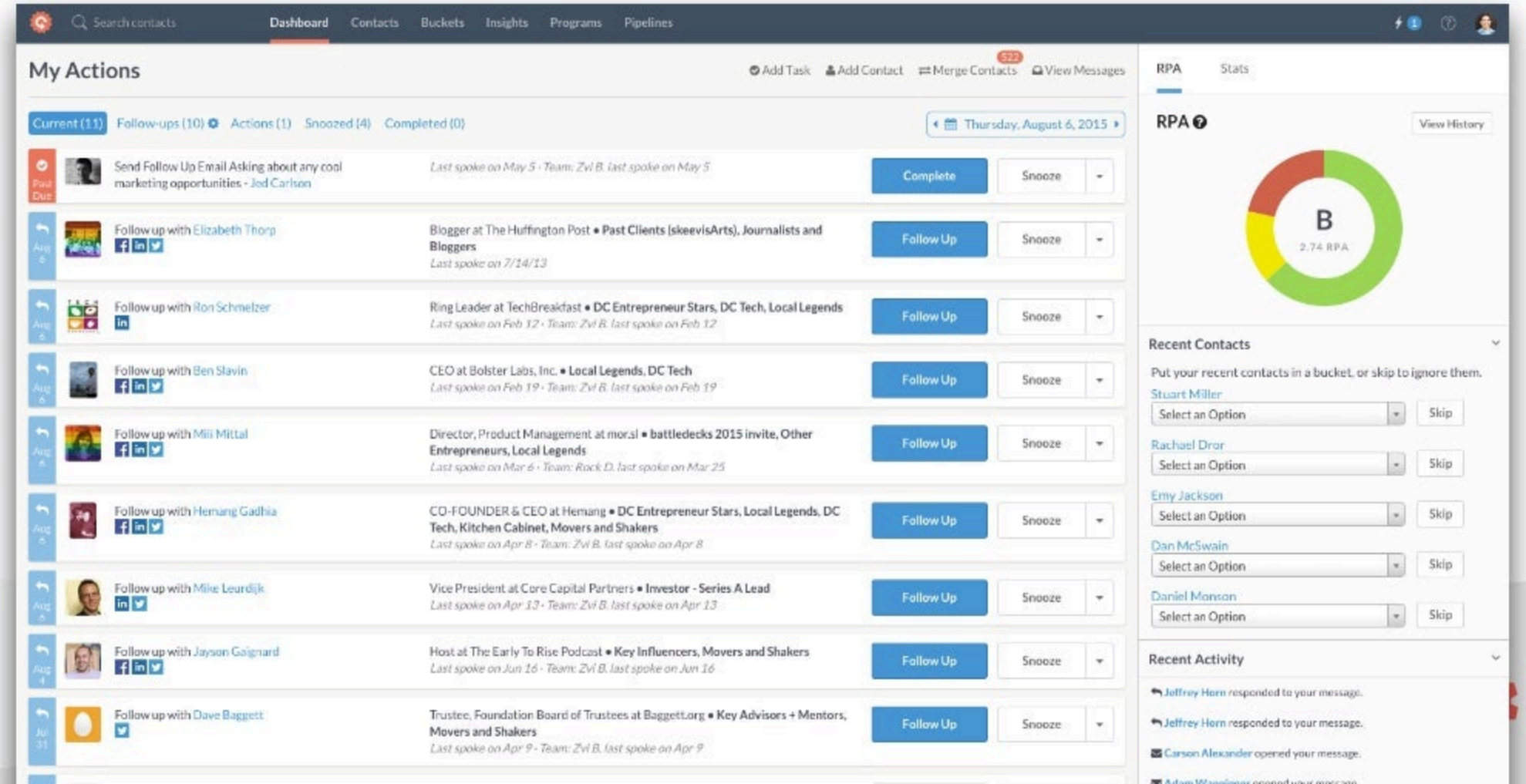
zvi@contactually.com

Contactually helps stay engaged

- Active Contactually users report a **34% increase in the number of referrals** they receive annually
- Within 3 months of joining, Contactually users **engage with 97% more people** in their network than before

zvi@contactually.com

We make it easy and engaging to stay in

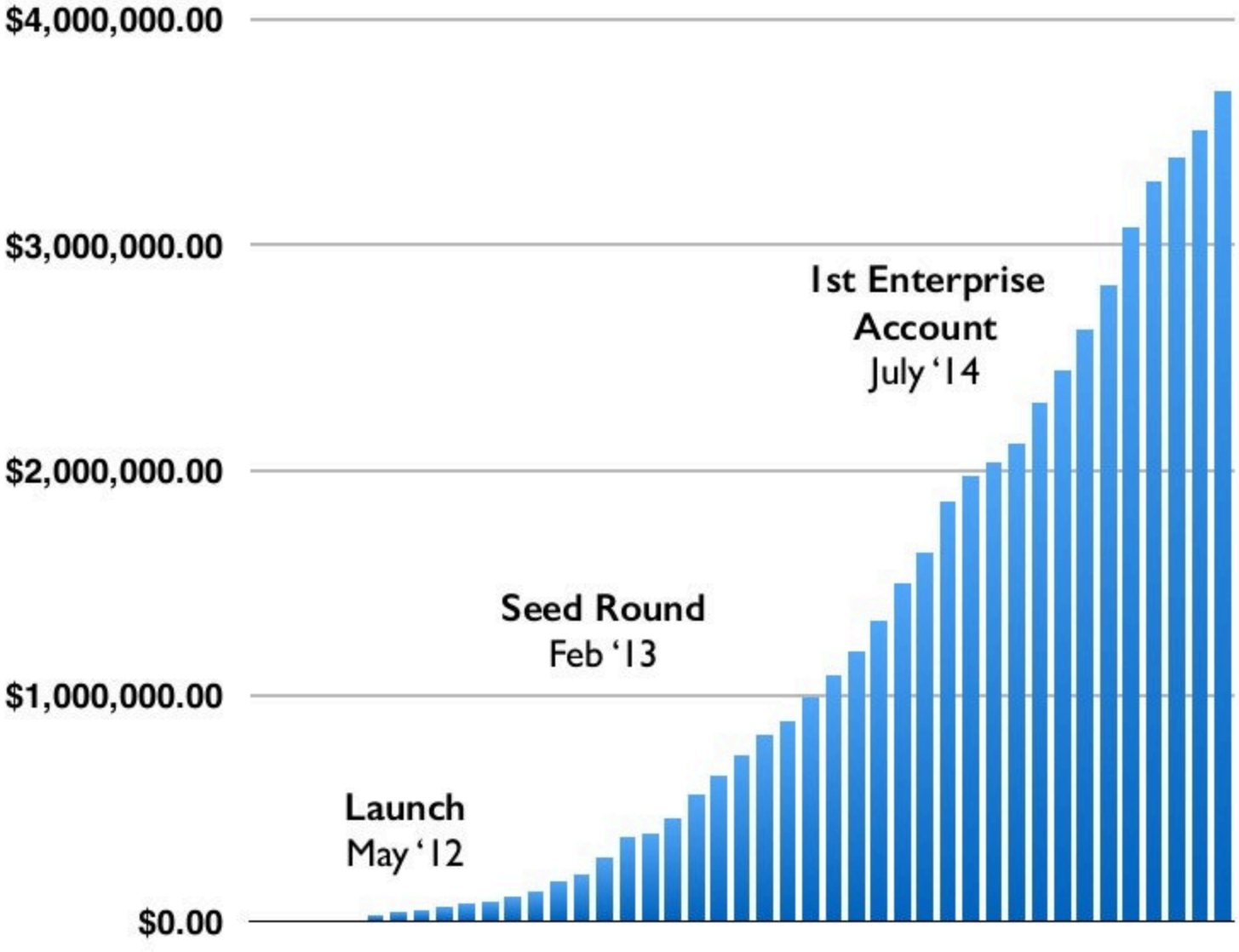


zvi@contactually.com

And now provide insights for the team

zvi@contactually.com

Current ARR = $3.68M



Capital Raised

$3.5M

Founded Oct. 2011

% ARR from Enterprise

0 to16%

Growth over last 12 Months

Enterprise Net Churn

-2.5% MoM

Avg Net MRR Churn

Total Net Churn

3.1% MoM

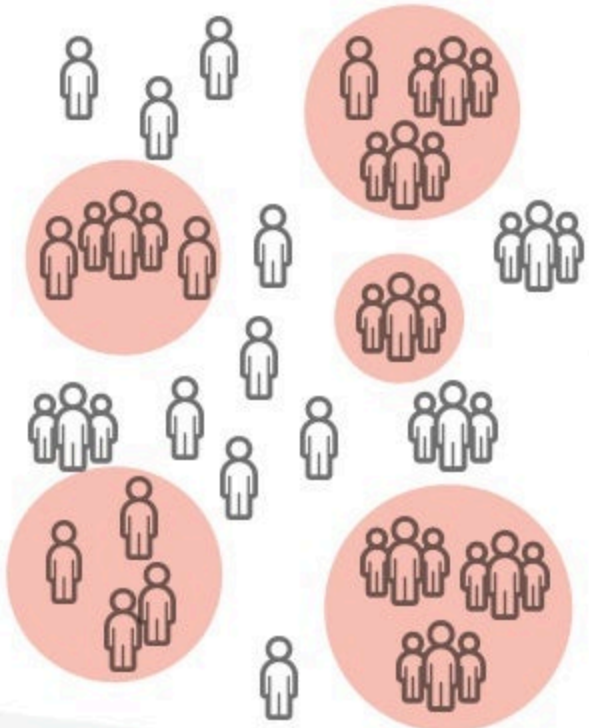
Net MRR Churn

zvi@contactually.com

We sell initially to individuals … and upsell into the Enterprise

Primary Acquisition Channels
Content, SEO, Partners (95% non-paid)

CAC: $140 LTV: $1,247 ACV: $508



Customer Success +
Enterprise BD Engagement

Average ACV: $80K

RE/MAX®

kw KELLER WILLIAMS REALTY

FIRSTTEAM REAL ESTATE

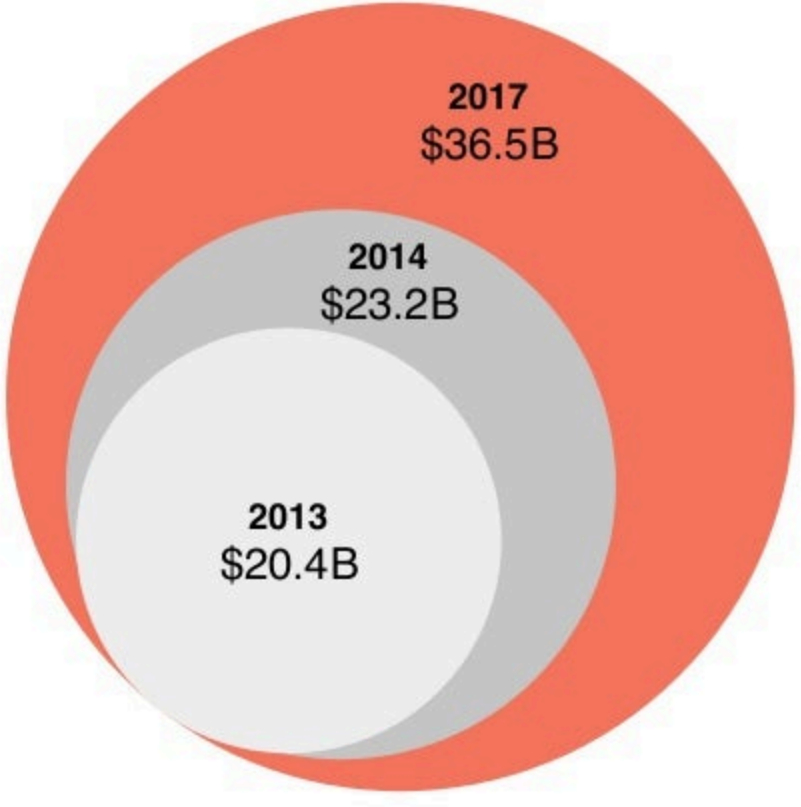
COLDWELL BANKER BAIN SEAL

ZEPHYR REAL ESTATE

kw NEW YORK CITY KELLERWILLIAMS

zvi@contactually.com

We're going after the gap in a growing



The CRM market is forecasted to swell to $36.5B in the next two years.

Less than half of professional service providers use a CRM.

Why?
Existing CRMs are not built to drive bottom-up adoption with end users

Fundamentally different model of CRM needed (non transactional database)

Source: Forbes and Gartner

zvi@contactually.com

We've raised $3.5M in capital, here's where we go next

Product

- Data insight team to bring key insights and reduce user action
- Build in-demand feature set for teams and enterprise
- Expansion of mobile team and roadmap

Growth

- Expansion of enterprise sales practice
- Capture more customers in enterprise and SMB
- Develop additional markets in professional services

zvi@contactually.com

Founding Team

Zvi Band
CEO

UNIVERSITY OF MARYLAND

workstreamer acq. 2009

Tony Cappaert
COO

MIT

Microsoft

Jeff Carbonella
CTO

PRINCETON UNIVERSITY

Investors and Advisors

Patrick Ewers
MindMavin

Ben Foster
SVP Product, $OPOWER

Gil Penchina
SaaS Syndicate

Christoph Janz
Point Nine Capital

George Fischer
VP Global Sales, Verizon

Dr. H. Eslambolchi
CTO, AT&T

Add'l: 500 Startups, Boston Seed, Middleland Cap., Middlebridge Cap., 1776 Ventu
Dave Morin (Slow Ventures), Sean Glass (NYSE:ONE), Jawed Karim (YouTube),
Jonathan Abrams (Nuzzle), David Steinberg (SwapDrive)