Databook

CUSTOMER INTELLIGENCE PLATFORM

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?

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?
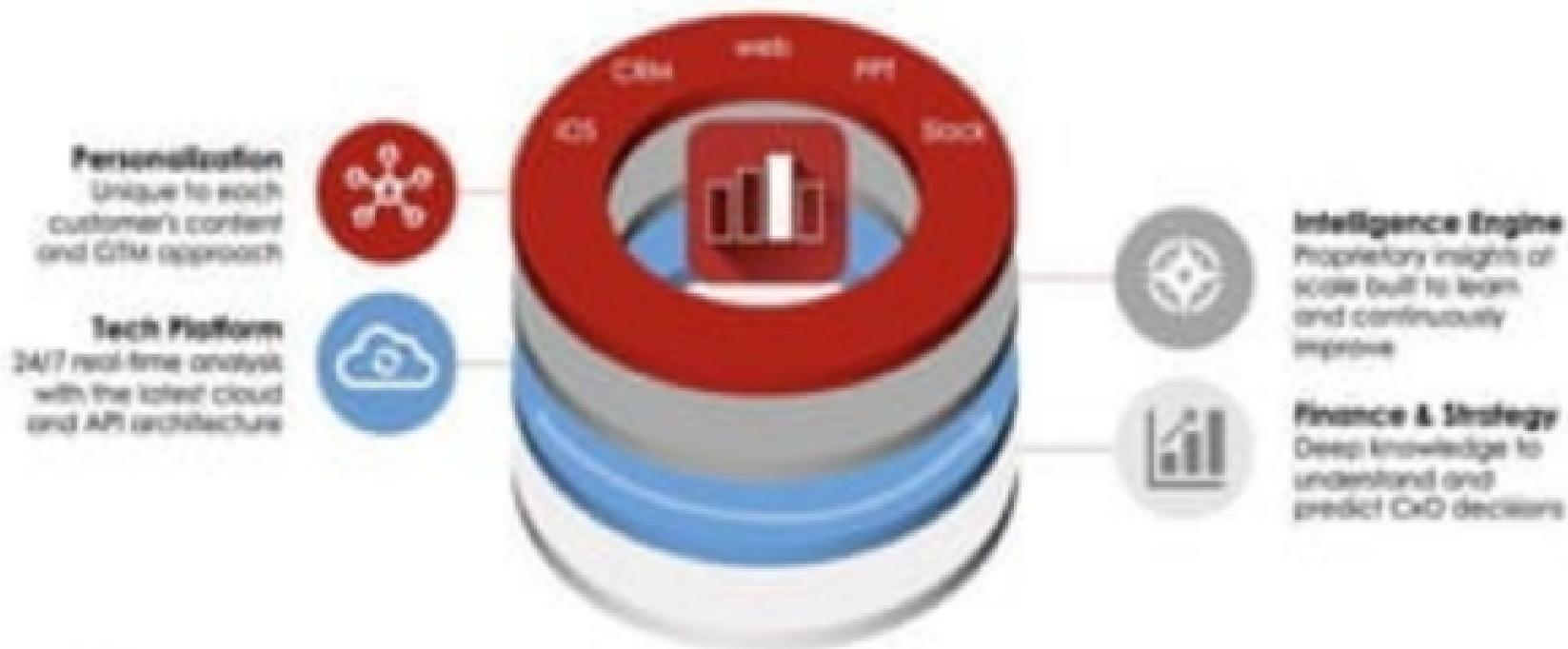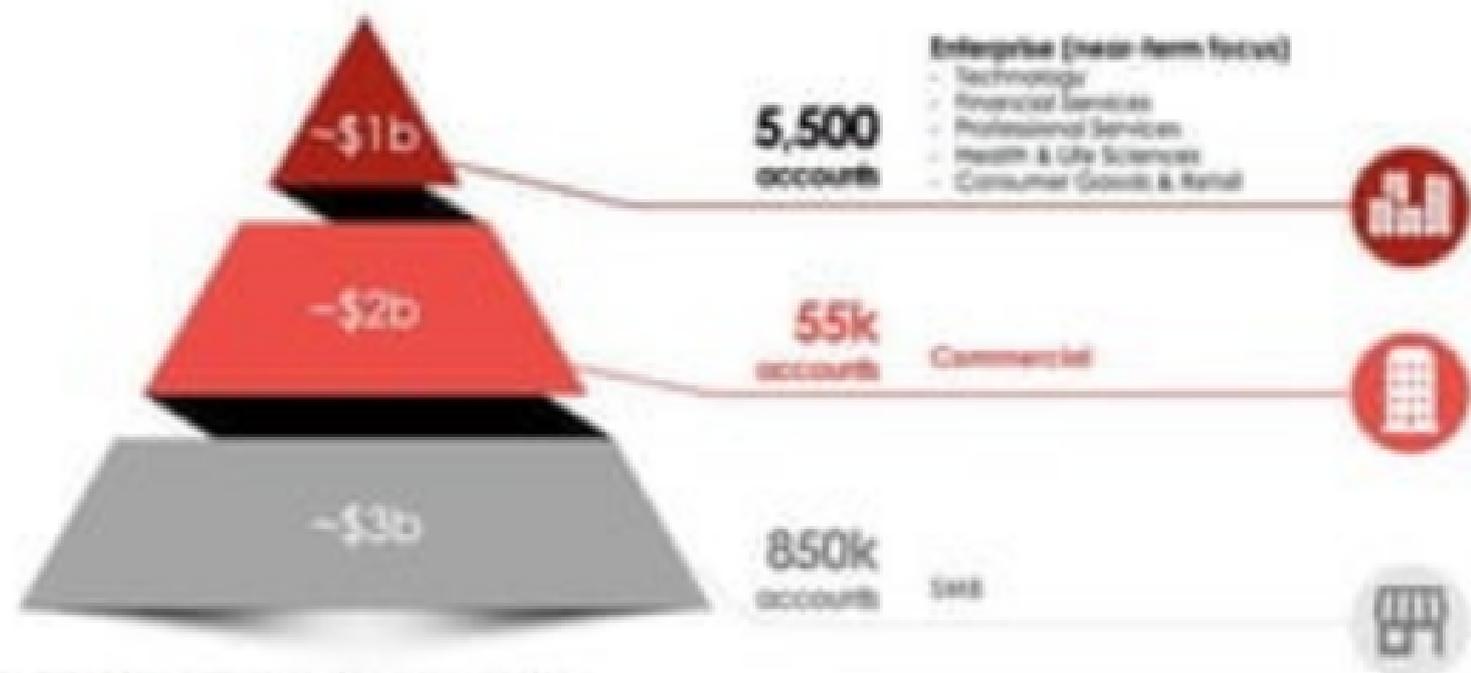
CREATE VELOCITY IN DEAL CYCLES

BUILD CREDIBILITY & TRUSTED ADVISOR RELATIONSHIPS WITH EXECUTIVE STAKEHOLDERS

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

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

Personalization
Unique to each customer's content and GTM approach

Tech Platform
24/7 real-time analysis with the latest cloud and API architecture

Intelligence Engine
Proprietary insights at scale built to learn and continuously improve

Finance & Strategy
Deep knowledge to understand and predict CxO decisions

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

Enterprise (near-term focus)
- Technology
- Financial Services
- Professional Services
- Health & Life Sciences
- Consumer Goods & Retail

~$1b — 5,500 accounts

~$2b — 55k accounts — Commercial

~$3b — 850k accounts — SMB

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

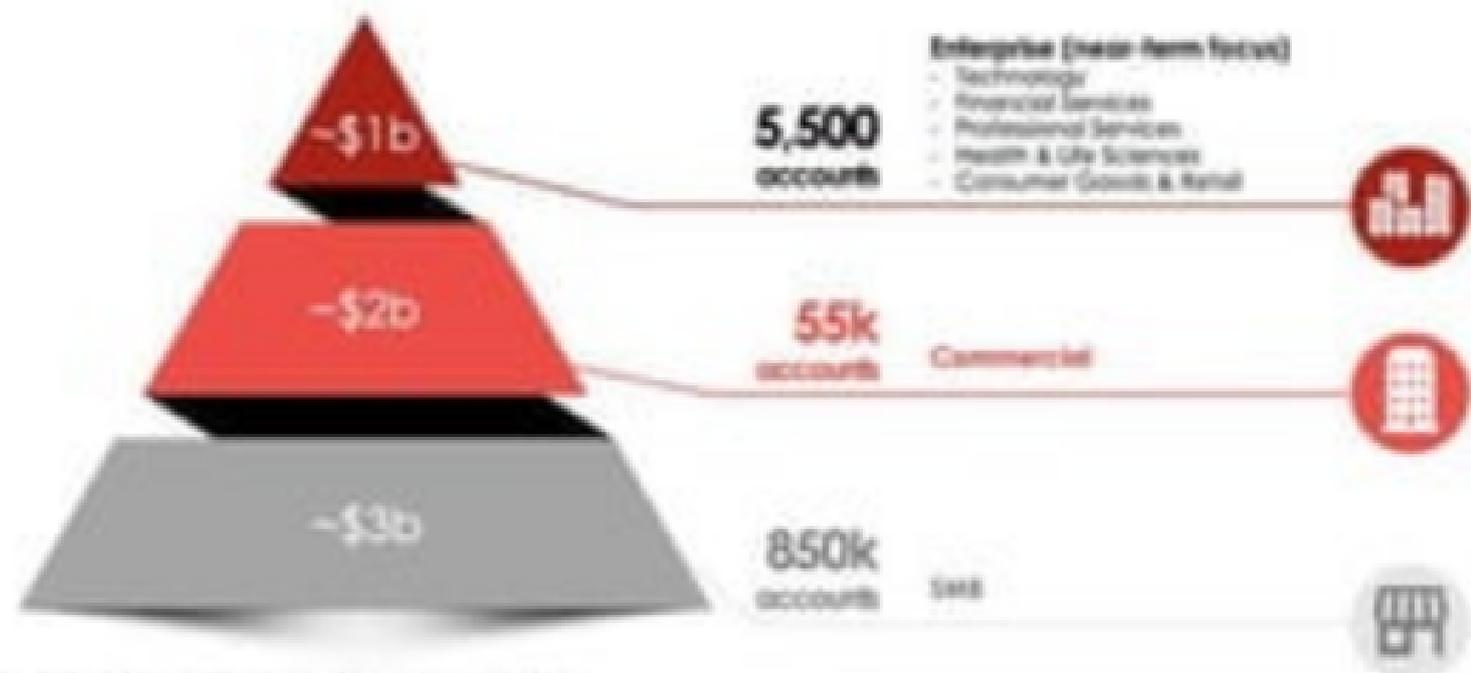# With execution, *Enterprise Customer Intelligence* will be a multi-billion dollar category (TAM just for Americas)

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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

Przemyslaw Jamrozowicz
Full Stack Engineer

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CUSTOMER INTELLIGENCE PLATFORM

Investor Information Deck
January 2020

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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

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5

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."
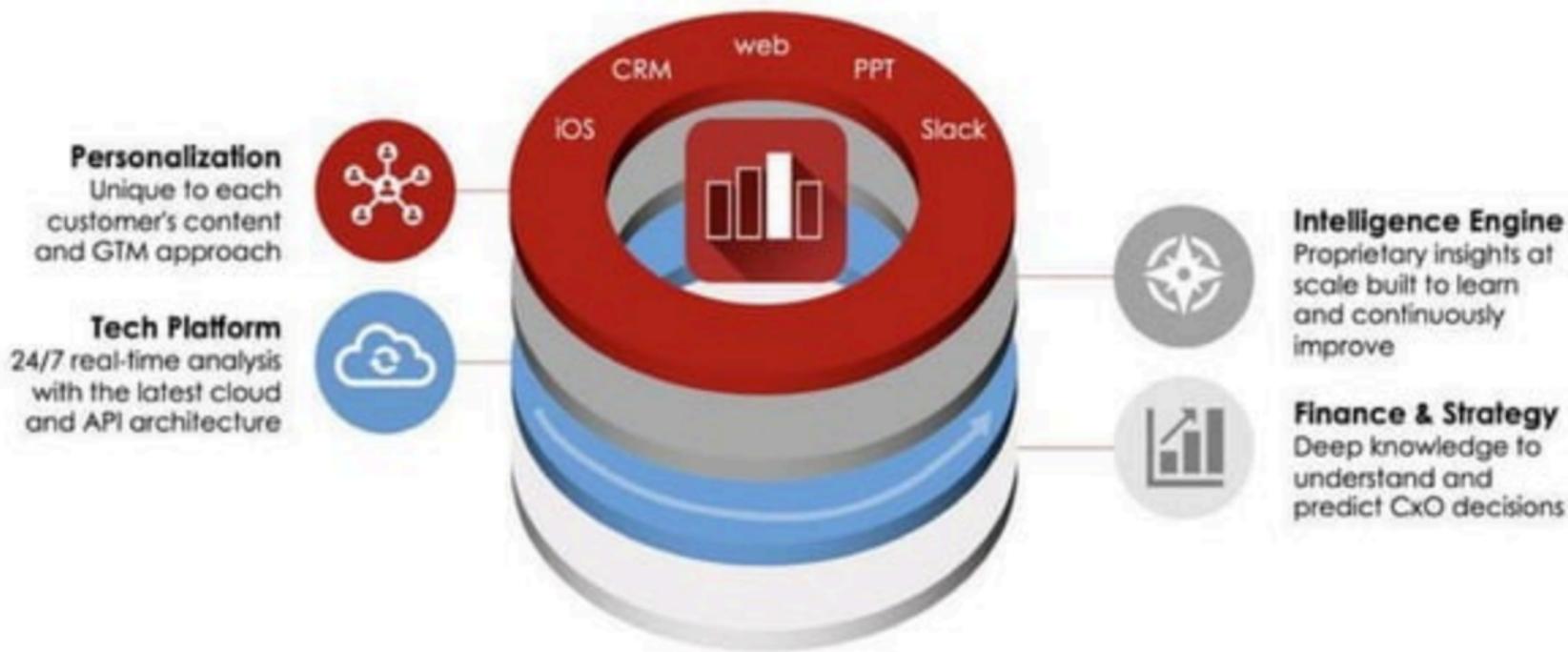
CRO, Customer 2

"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

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CRM   web   PPT
iOS   Slack

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

1. Sales Insights

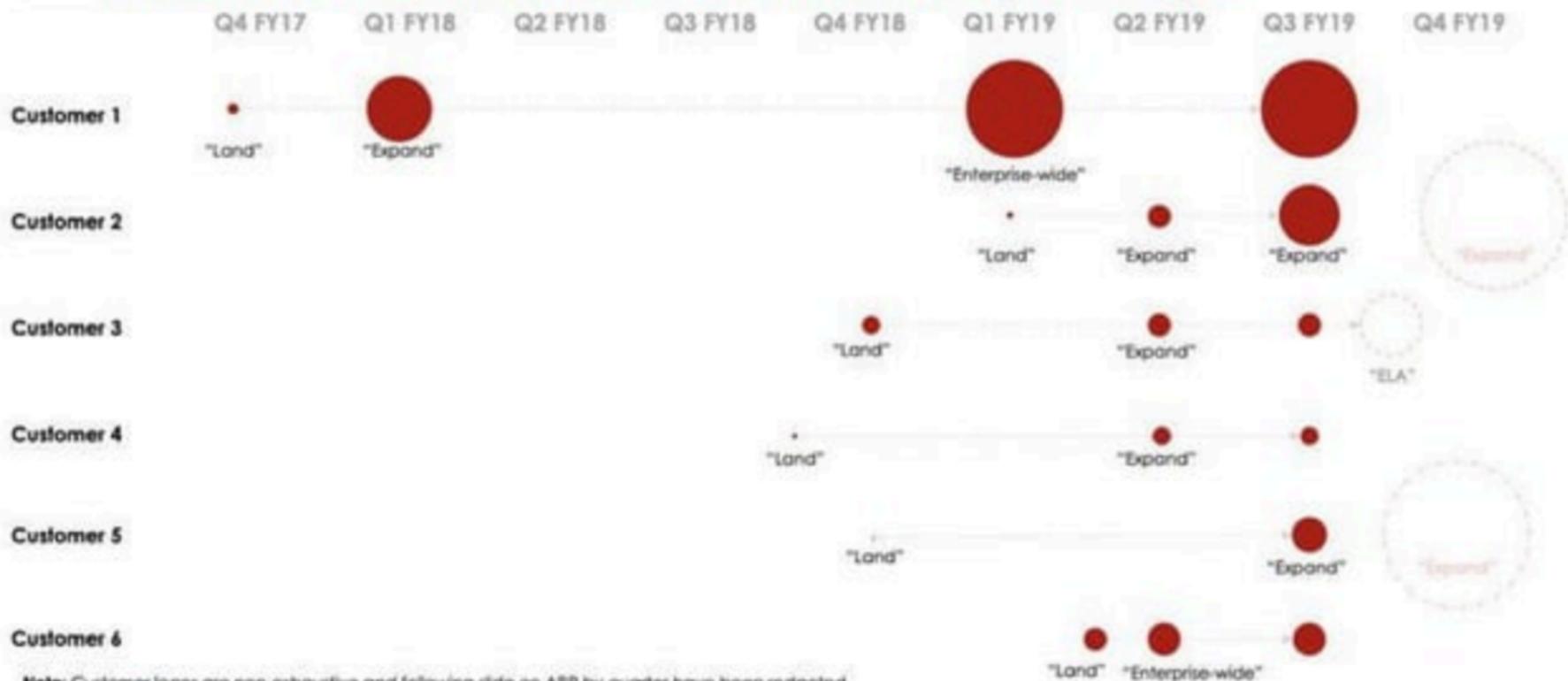2. Sales Performance

3. Intent Graph

4. Sales Methodology

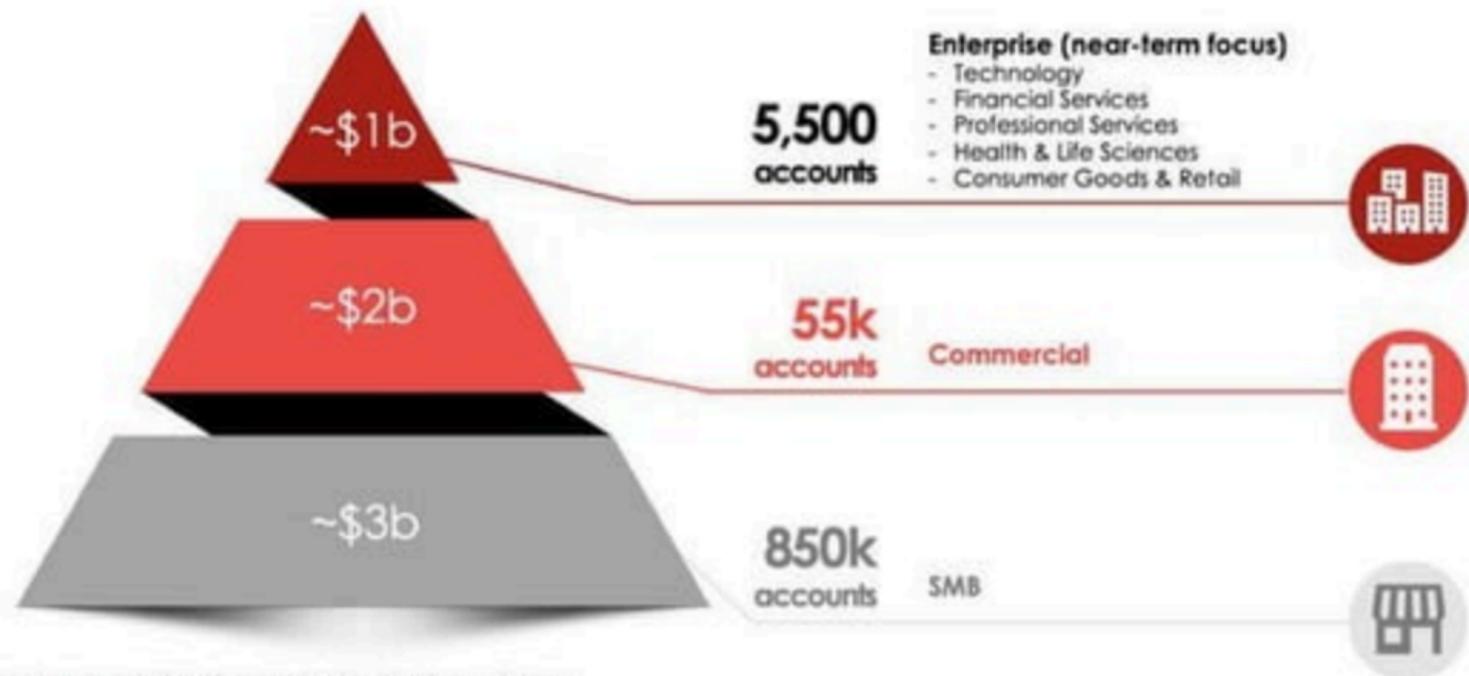5. Personalization

6. Sales Content

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

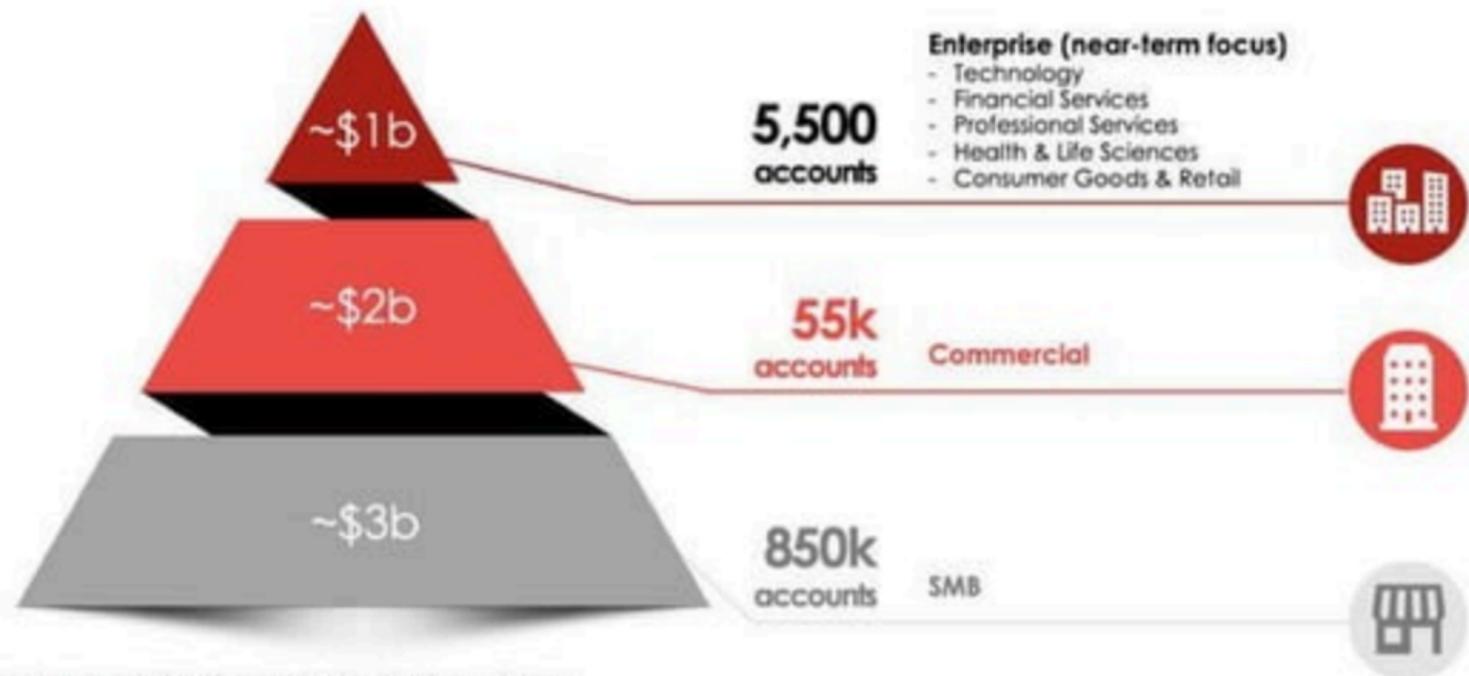|	Q4 FY17	Q1 FY18	Q2 FY18	Q3 FY18	Q4 FY18	Q1 FY19	Q2 FY19	Q3 FY19	Q4 FY19
Customer 1	"Land"	"Expand"				"Enterprise-wide"			
Customer 2						"Land"	"Expand"	"Expand"	"Expand"
Customer 3					"Land"		"Expand"	"ELA"	
Customer 4					"Land"		"Expand"		
Customer 5					"Land"			"Expand"	"Expand"
Customer 6						"Land"	"Enterprise-wide"		

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

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9

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

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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.
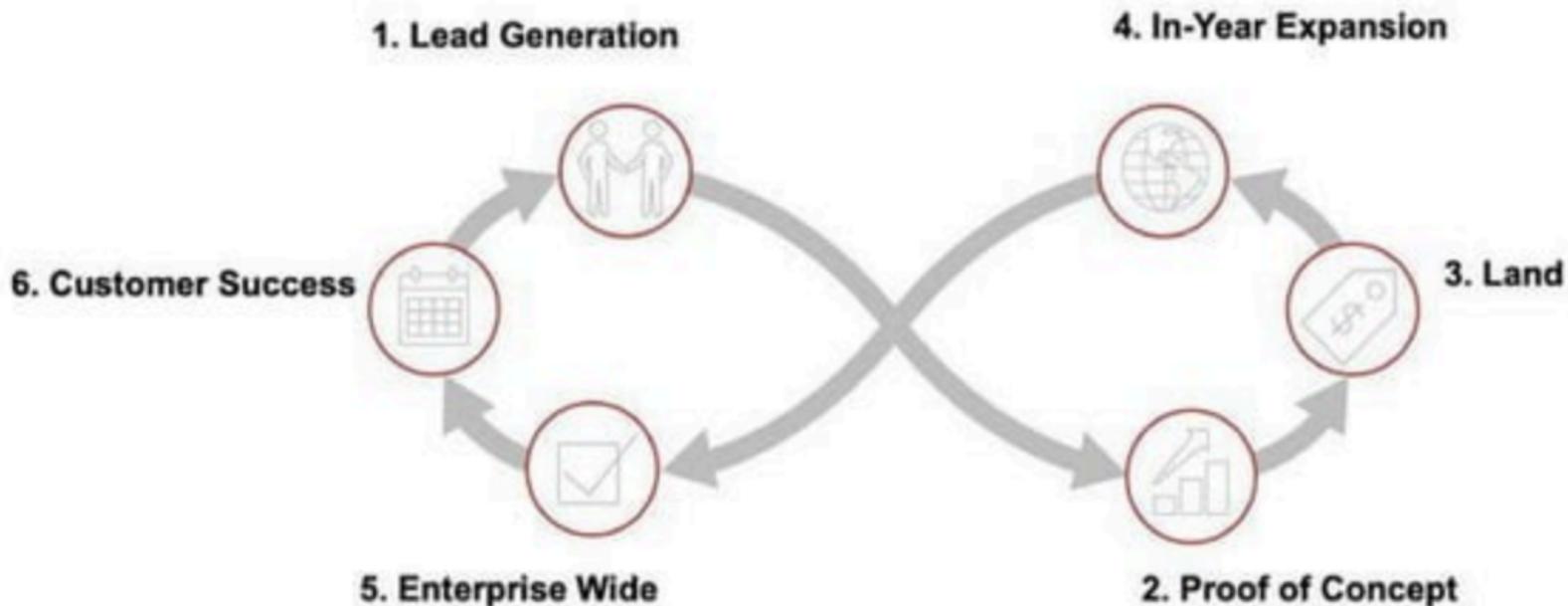

Account Based Marketing

Sales Intelligence

Sales Enablement

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

1. Lead Generation

4. In-Year Expansion

6. Customer Success

3. Land

5. Enterprise Wide

2. Proof of Concept

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