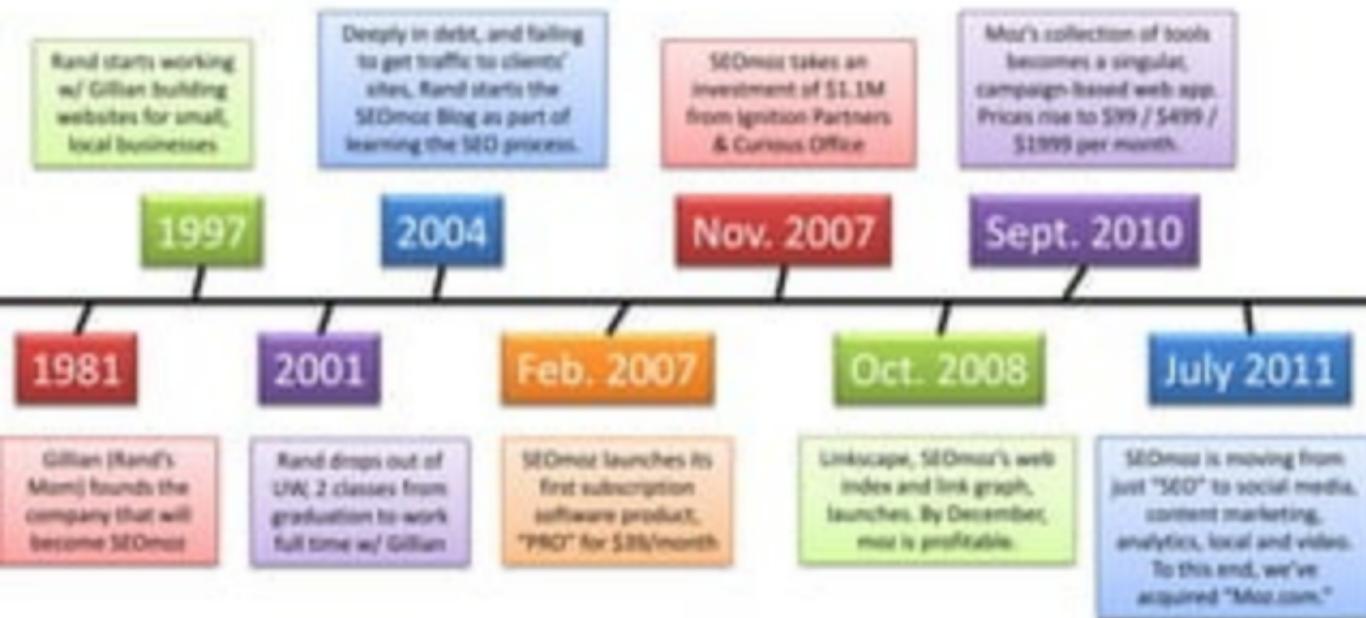
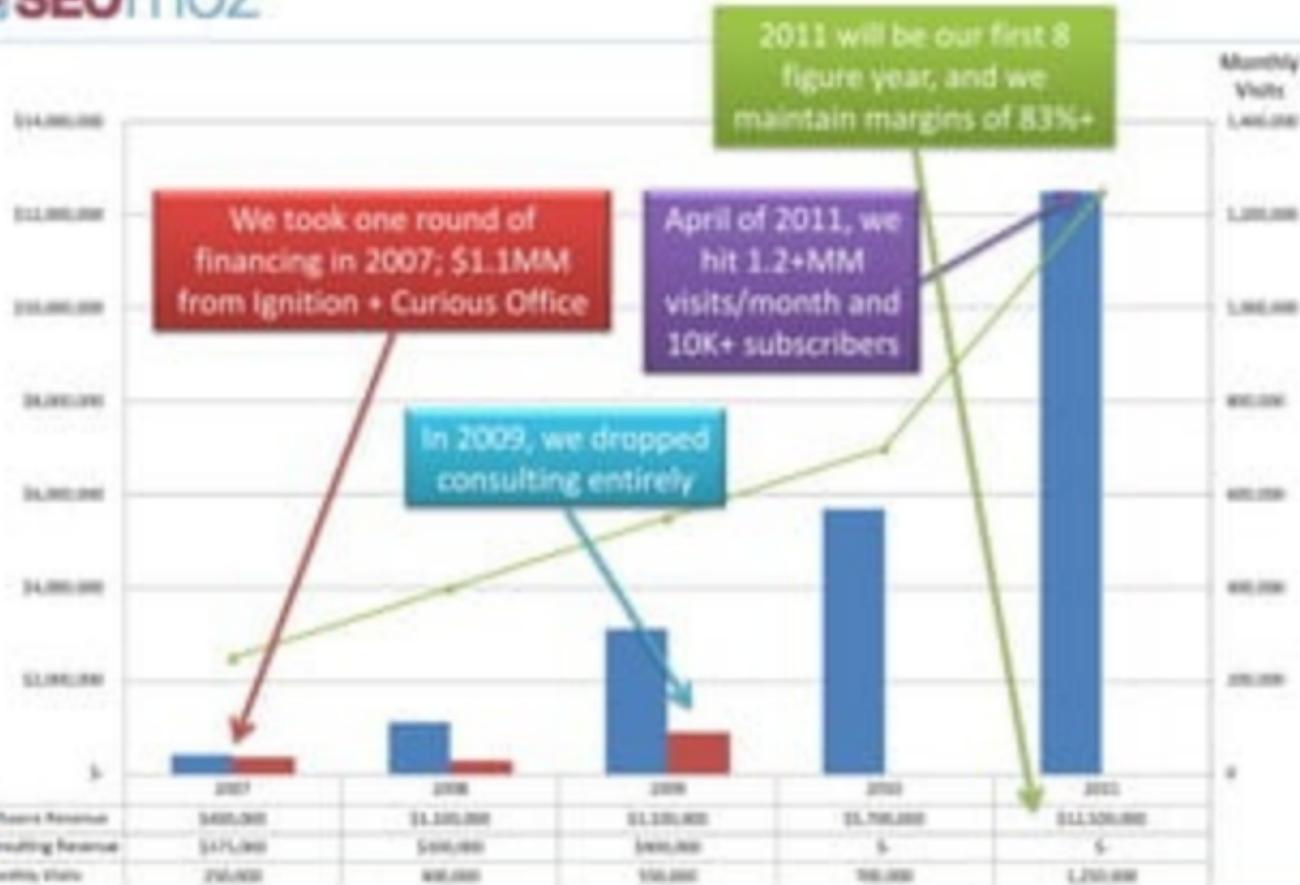


# A Little Moz History (now in color!)



Did you know? At one point, Rand + Gillian had just under \$500K in personal debt. By 2007, it was all paid off, thanks to the magical super-awesomeness of SEO!





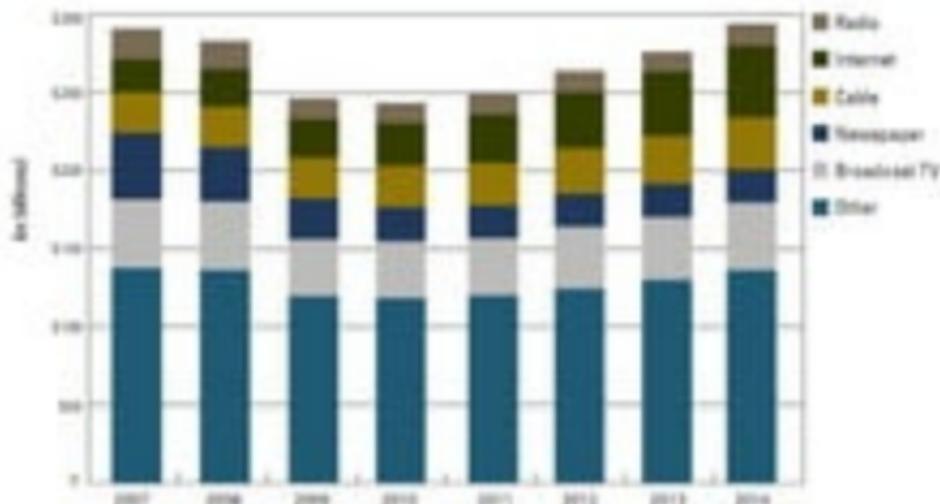


That's what we want to help other companies measure + improve through our cloud-based software.



# Marketing Spend is Still Unbalanced vs. Behavior

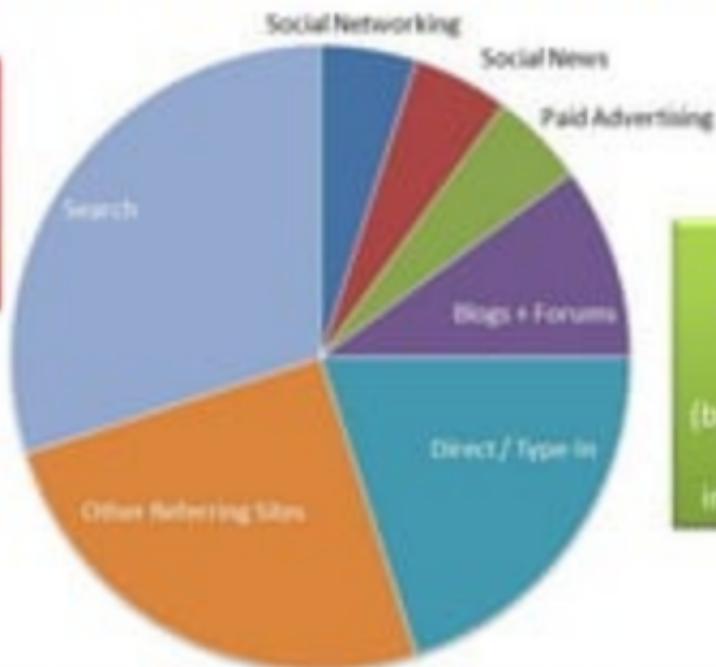
Historical and Projected Advertising Spending by Media



Source: FTI Consulting

## Organic Marketing is Under-Invested

**Organic drives 90%+ of traffic**  
 (but garners only ~\$5 billion of investment in 2011)



**Paid drives <10% of web traffic**  
 (but wins a whopping \$31+ Billion of investment in 2011)

**Percent of Web Traffic from Various Sources to the Average Website**

Web Traffic is driven almost entirely by organic/earned media, yet nearly all of the investment in driving traffic to websites is through paid channels... This is an unsustainable dichotomy.

## It's a Data-Driven World and Efficiency is King



DO MORE  
WITH LESS!

**Executives**

(Scaleville HippoDronica)



WE NEED MORE FREE  
TRAFFIC, BUT IT ONLY  
SCALES W/ PEOPLE

**Marketing Managers**

(Stuckinno Mobilcom)



GIVEN THE RIGHT  
TOOLS + DATA, I CAN  
DO THE WORK OF 10!

**Web Marketers**

(Organicus NinjaFu)



These challenges require scalable, high quality software to solve. Very few companies are investing in this space in a serious way, and almost none target the SMB market.

## Organic Web Marketing is Poorly Understood

Invest in Content, Search,  
Social, Local and/or  
Participatory Online Channels



Measure Traffic and  
ROI Effectively



Re-Invest in ROI-  
Positive Channels



Earn Outsized  
Traffic/Branding/Customer  
Acquisition Rewards vs. Paid  
Marketing Channels



Even those marketers who have an understanding of the process often get lost in the details or mired in the complexity of tying creative to metrics.

## The Web Marketer's Weekly Analytics Challenge

Every week (sometimes daily), web marketers need to log in to each of these services (or a suitable substitute) to collect their KPIs:

### Many (75%+):

Google Analytics

Facebook Insights

Twitter (Topsy/Hootsuite)

Google Webmaster Tools

### Most (~50%):

Bing Webmaster Tools

Google Alerts

Feedburner

Bit.ly

Yahoo! Site Explorer

### Some (~10%):

SEOMoz

PostRank

FourSquare

Google Local

Yelp



Why should a marketer log into 10+ sites/tools just to get the basic numbers they need to measure and improve their campaigns? Moz can (and should) put this all in one place.

## Specific, Painful Web Marketing Tasks

Each of these requires special tools, large amounts of manual labor or custom-built, in-house/agency solutions:

Researching New Opportunities

Identifying High-ROI Channels

Prioritizing + Managing Tasks

Finding Errors + Problems

Optimizing Existing Channels

Training New Marketers



These challenges require scalable, high quality software to solve. Very few companies are investing in this space in a serious way, and almost none target the SMB market.

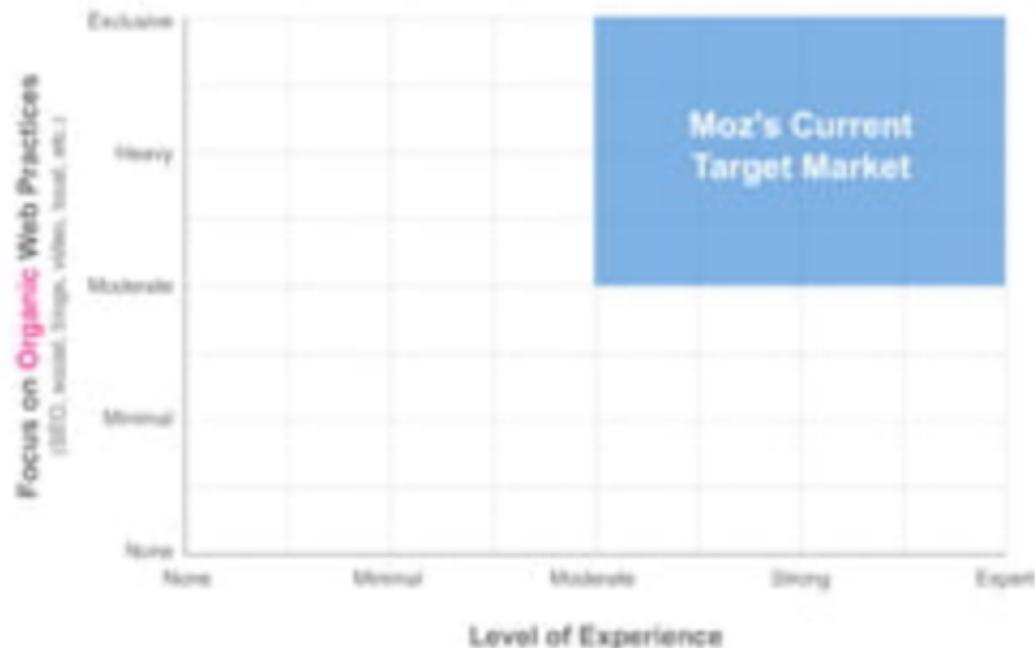
## Marketers



Today, Moz focuses on just the red "SEO" circles. In the future, many more of these will become customer targets. (BTW - I cheated by using two bubbles for "SEO" - sorry about that Venn Diagram purists!)



## We Help Marketers Who Focus on Organic



## Immediate Customer Targets:

These titles/job functions represent our current (2011-13) targets:

### In-House

(~55% of current members)

Director of Marketing

SEO Specialist

Search Marketer

Online Marketing Manager

Director of Growth

Inbound Marketer

### Consultant/Agency

(~35% of current members)

SEO Consultant

Organic Marketing Consultant

Search + Social Consultant

Web Marketing Consultant

### Independent

(~10% of current members)

Blogger

Social Media Expert

Site Owner

Webmaster

Domainer



These job titles/functions have the most direct use for our current software subscription.

2011 Estimated Revenue

\$12 - \$13 million

Current Revenue Run Rate (June)

~\$10.8 million

Number of PRO Subscribers

~13,500

# of New Free Trials / Day

~100

Avg. Customer Lifetime Value

~\$900

Implied Customer Life

~9 Months

Avg. Cost of Paid Acquisition

~\$100

Avg. Monthly Revenue / Subscriber

~\$93

% of Free Trials Converting to Paid

~57%

Churn Rate in 1<sup>st</sup> 2 Paid Months

~25%

Monthly Visits to Moz + OSE

~1.25 million

Email Subscribers

~300K

Gross Margins

~82%

Estimated Net Profit in 2011

~\$1 million

Staffing Costs

~\$650K / Month

Crawling, Serving, Hosting + Processing

~\$180K / Month

Raising: \$20-\$25 Million

Founder Equity: \$6-7 Million

Onto Balance Sheet: \$13-19 Million

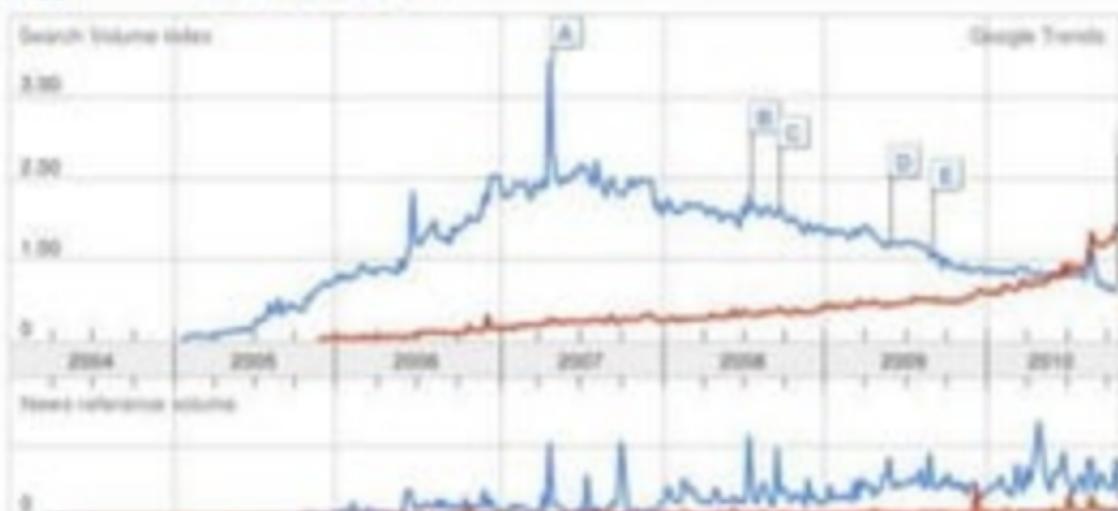
New Board:  
 2 Investors (Michelle +1)  
 2 Insiders (Rand +1)  
 1 Independent (TBD)

## Google Integrates Much More SEO & Social Analytics Functionality in the Short Term



## We Fail to Adapt/Grow Fast Enough to Keep Up w/ Organic Marketing Shifts

digg 1.00 reddit 0.20



## Our Reputation Suffers Due to Missteps in Culture, Data Quality or Reliability



# Serve a Wider Audience w/ Expanded Product

## 2011

**Organic Search/SEO**  
(Google, Bing, Yahoo!)

**Social Networks**  
(FB, LinkedIn, Twitter, Google+)

## 2012

**Local Search + Portals**  
(Google + Bing Maps, Yelp, FourSquare)

**Brand + Link Monitoring**  
(Blogs, Press Releases, Mainstream Media)

**Q+A / Social Content Sharing**  
(Quora, StackExchange, Reddit, St, Tumblr)

## 2013+

**Forums / Q+A**  
(StackExchange, Quora, Y! Answers)

**Video**  
(YouTube, Vimeo, Self-Hosted)

**The Next Big Thing**  
(Devices 2.0? Mobile Photo-Sharing?)

**Become the Default Productivity + Research Suite for Organic Web Marketers**



Whatever organic marketers are using to drive traffic and derive value, we'll help them measure, monitor and improve it with a suite that's simple enough for anyone but powerful enough to support advanced-expert level practitioners.



## 2 Year Team Roadmap from 40-100 Mozzers

### Product

(Design the Right Software)

User Experience

Design + UI

Subject Matter Experts

Wireframing + Specs

Testing / QA

### Engineering

(Build Amazing SaaS)

Broad Web Crawl

Rankings Data

Local Data

Social Data

Front End / Web App

Fresh Web Data

### Marketing

(Bring in Customers)

Content/Media/Research

Community Management

PR / Press / Outreach

Events

Paid Acquisition

### Operations

(Make Moz Run Smoothly)

Financial + Accounting

Facilities

HR/Mozzer Happiness

### Customer Success

(Delight Moz Members)

API & Higher-Tier Sales

Customer Service

Customer Outreach

### Retention

(Keep PRO Members PRO)

Quant + Cohort Analysis

Email + On-Site Messaging

Q&A Assistance

## Sales/Marketing Investments

Organic

(Grow Free Traffic)

Paid Acquisition

(PPC, Behavioral, Social, etc)

Branding

(Make Moz Known + Trusted)

## Technology Investments

Web Crawl

(Grow Breadth + Freshness)

Fresh Web

(Compete w/ Google Alerts)

Social Graph

(Map the Major Networks)

## Product Investments

Low Price Model

(\$25/month for lighter use)

Moz Alerts

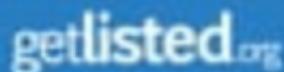
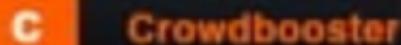
(\$10/mth competitor to G Alerts)

Classifying the Web

(Employing Human Raters)



## Potential Acquisitions



In ur Tweets, Graphin' Your Stats!



pure website expertise



#1: Passionate community of 300K+ marketers

#2: Our technology lead is very hard to catch

#3: Proven record of 2X+ growth for 4 years

#4: Unique, world-changing culture & attitude

We have a rare opportunity to become Seattle's next \$1 billion+ company, and we'd love to have you join us for the ride.





## The Next Stage of Moz:

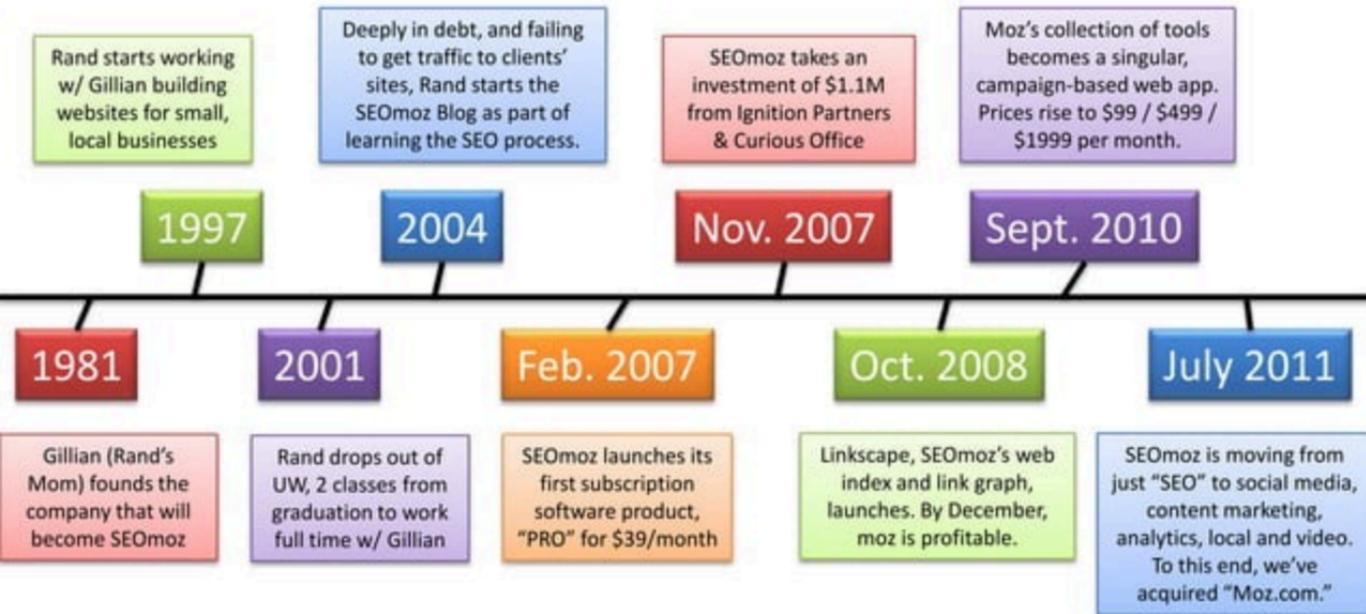
How a tiny Mom + Son consultancy became the world leader in SEO Software, and our roadmap to being Seattle's next \$1 Billion company



Rand Fishkin, CEO & Co-founder, SEOMoz

July 2011

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**How'd We Do That?**

