Yield Software Closes $6M in Financing from DFJ and WPP

Innovative web marketing company accelerates growth in combination with world class venture capital and media firms

SAN MATEO, Calif.--(BUSINESS WIRE)--Yield Software (http://www.yieldsoftware.com), a leading provider of internet marketing software, today announced it raised $6 million in Series B funding. The investment was led by Draper Fisher Jurvetson and includes WPP, joining seed investor WashingtonVC. Yield Software enables companies to efficiently expand their advertising and branding from traditional media to the internet. It is an ideal solution for businesses that have recognized the importance of more cost effectively reaching their customers, yet are overwhelmed by the complexity of internet marketing and don't have the expertise to be successful or the know-how to even get started.

Unlike point solutions, Yield is a fully-integrated suite of automated web marketing capabilities including search engine marketing (SEM), search engine optimization (SEO) and landing page optimization. The entire solution is delivered as "software as a service", so users can be up and running in minutes. Furthermore, it is extremely easy-to-use, even for novice users, and delivers fast results.

"Yield Software will be an absolute requirement for companies that want to compete effectively. With unprecedented ease-of-use, any business can leverage advanced algorithms traditionally accessed by only the largest enterprises," said Steve Jurvetson, Managing Director of Draper Fisher Jurvetson. "We are thrilled to back Matt Malden and John Coker, and proud to support their vision of ushering in the new wave of digital marketing."

"With online ad spend expected to reach $24 billion in 2008, marketers are looking for better data and analytics to help them optimize their expenditure," said Mark Read, WPP's Director of Strategy and CEO of WPP Digital. "Yield Software has built a simple, automated and intuitive approach that helps marketers cut through the data to allocate search engine marketing budgets and optimize the effectiveness of their websites."

About Yield Software, Inc.
Yield Software (www.yieldsoftware.com) delivers innovative products that automate, simplify and optimize the process of marketing on the internet. Yield empowers any organization in the world to attract high-value customers at the lowest cost. Using advanced algorithms and techniques, Yield optimizes internet marketing expenditures, attracts visitors to a web site and tunes web page content to have the greatest impact. Yield works 24 hours-a-day, 7 days-a-week, to drive you higher in the search engine rankings, to optimally bid for pay-per-click keywords and to dynamically improve landing page effectiveness.

About Draper Fisher Jurvetson
Draper Fisher Jurvetson ("DFJ") backs extraordinary entrepreneurs anywhere who set out to change the world. DFJ achieves its mission through its DFJ Global Network of Partner Funds managing over $6B in more than 30 cities worldwide. Over the past twenty years, DFJ has backed over 300 companies across many sectors including such industry changing catalysts as Hotmail (acquired by MSFT), Baidu (BIDU), Skype (acquired by EBAY), Focus Media (FMCN), Overture (acquired by YHOO), FeedBurner (acquired by

GOOG), DivX (DIVX), EnerNOC (ENOC), and Athena Health (ATHN). For more information, visit www.dfj.com.

About WPP

WPP (www.wpp.com) is one of the world's leading communications services groups. Through its operating companies it provides a comprehensive range of communications services. These include advertising; media investment management; information, insight and consultancy; public relations and public affairs; branding and identity; healthcare communications; direct, digital, promotion & relationship marketing; and specialist communications. WPP employs 110,000 people including associates in 2,000 offices in 106 countries. Clients include more than 300 of the Fortune 500 companies, over one half of the NASDAQ 100 companies and more than 30 of the Fortune e-50 companies.

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