

BrightEdge Raises \$12.6 Million to Fund Market and Company Expansion

Opens Offices in NY and London, plans to double headcount again in 2012

March 15, 2012 – San Mateo, CA – BrightEdge, the leading site, search and social management platform for global enterprises, announced today that it has raised \$12.6 Million in a series C round led by Intel Capital and joined by existing investors, Battery Ventures, Altos Ventures and Illuminate Ventures.

BrightEdge pioneered enterprise-grade search engine optimization (SEO) in 2008 by delivering the first and only cloud-based platform that systematically allowed enterprises to grow their web site traffic and revenue through organic search. Today, it is the most widely used enterprise-grade search engine optimization (SEO) platform used by more than 2,000 brands and top digital agencies to attract customers from the billions of searches that happen on the web every day.

The company's BrightEdge S3 platform is powered by a massive big-data foundation with an actionable analytics front end. In the past year BrightEdge has consistently delivered innovations that have led it's market leadership position, including support for Facebook page optimization, Social signal measurement, Global SEO, SEO recommendations, and SEO tasks and workflow.

"We revolutionized how enterprises manage to be found when potential customers search for terms relevant to their business. Demand for BrightEdge S3 has been massive, and we welcome this funding to further grow our dominant market leadership position," said Jim Yu, co-founder and CEO of BrightEdge. "Last year was a watershed year for us. We saw more than 400 percent growth, and doubling of our employee base. 2012 will be an even bigger year as we expand our business operations across the US and in Europe."

"With consumer and business audiences competing for customers in search and social, BrightEdge's platform is an elegant and effective solution that makes it possible to manage and optimize the process for companies that rely on the Internet to acquire users," said Lisa Lambert, vice president at Intel Capital and managing director, Software and Services sector. "Their big-data technology, experienced cloud/SaaS leadership team and commercial success to date position them to be one of the core platforms for companies that rely on digital channels."

BrightEdge has experienced tremendous growth in the past 18 months. It now serves more than 2,000 leading brands around the globe. BrightEdge currently serves 7 of the top 10 retailers, 8 of the top 10 digital agencies, and software leaders such as Microsoft, Facebook, VMWare, Symantec, Intuit and Citrix.

The funding will be used to continue its team growth, which has doubled in size as well as help expand the company's footprint with offices in NY and London.

About BrightEdge

[BrightEdge](#) is the leading site, search, and social management solution for global enterprises, helping more than 2,000 of the world's largest brands stay ahead in the rapidly evolving Internet landscape.

[BrightEdge S3](#) harnesses the power of analytics on big-data to drive revenue from web sites, search engines and social networks across the globe in a measurable, predictable way. BrightEdge is based in San Mateo, CA and is privately held with financing from Battery Ventures, Intel Ventures, Altos Ventures and Illuminate Ventures.

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