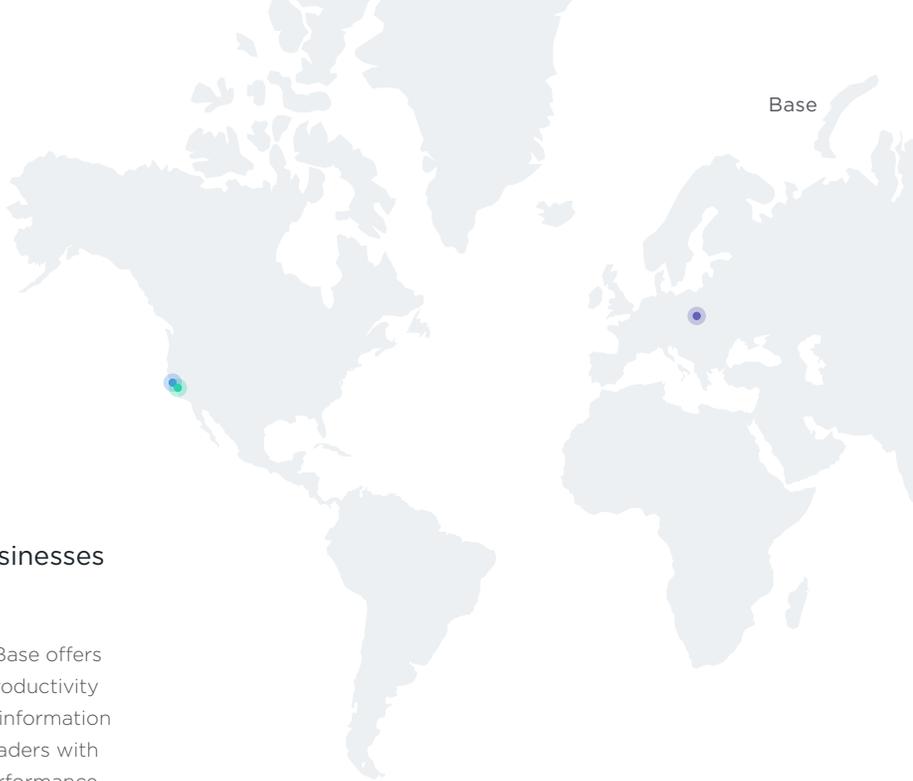




About Base

Base is revolutionizing the way that leading businesses manage, measure and maximize sales growth.

Unlike legacy cloud CRM and sales force automation systems, Base offers an all-in-one solution that increases rep adoption rates, daily productivity and data capture across devices. With the ability to enrich key information and analyze big data trends in real-time, Base provides sales leaders with the actionable, prescriptive insights they need to accelerate performance in a way that's measurable, repeatable and scalable. Founded in 2009 and headquartered in Mountain View, CA, Base and its team of Sales Scientists help more than 7,000 companies across the globe take a more scientific approach to sales.



Global HQ
Mountain View, CA



Base Office
San Francisco, CA



Base Lab
Krakow, Poland

Industry Recognition



Chosen as a Visionary Vendor in Gartner's 2017 Magic Quadrant for Sales Force Automation



"What's striking about Base is the user-interface; think consumer-grade user experience meets enterprise application."



"Ubiquity and intelligence are the two maxims of the post-PC world that Base places most importance on in its mobile CRM service."

Year Founded

2009

Employees

225+

Capital Raised

\$53M

Investors

Base has raised \$53 million across three rounds of funding from investors including Tenaya Capital, RRE Ventures, Index Ventures, The Social+Capital Partnership, OCA Ventures and I2A.

"We believe that Base is the future sales platform for data-driven sales teams. Intelligence and usability is becoming a major competitive advantage in enterprise software. Base has proven itself as a leader in this transition and is rapidly building an impressive list of customers."

Stewart Gollmer

Managing Director, Tenaya Capital

Products

Base

Base's All-in-One Sales Platform eliminates the need for multiple sales point solutions by providing fully-integrated tools for communication, lead scoring, reporting and more.

With its consumer-grade user interface and industry-leading mobile app, Base offers a platform that reps actually want to use, increasing data capture that generates meaningful insights.

A robust open API and 35+ pre-built integrations connect Base to all your favorite existing tools.

 **Rated Mobile App**

Reach

Reach, powered by Clearbit, takes the pain out of prospecting by enabling reps to search for leads based on key criteria and import them to Base.

Manually entered leads are enriched in real-time, providing access to 85 different data points across millions of companies.

Reach also surfaces warm leads by identifying and alerting reps of new site visitors. In concert with Apollo, Reach is even able to recommend top tier prospects based on past wins.

Apollo

Apollo is the world's first scientific sales platform. In addition to its data health analysis and enrichment capabilities, Apollo's multi-dimensional reporting makes it easy to pinpoint the exact variables impacting sales performance.

What's more, Apollo unlocks actionable, revenue-driving insights and recommendations with the click of a button, allowing sales leaders to then elect to pursue and measure the impact of these prescriptive insights over time.

Close

Close keeps sales leaders in the know by providing them with daily performance briefs and real-time sales alerts in the palm of their hand.

With the Close mobile app, sales leaders can turn customized desktop sales dashboards and personalized metrics into real-time, contextual team conversations.

Close answers sales questions on the spot, responding to sales leaders' messages with real-time insights and detailed reports.

Results

75%

Increased Productivity

95%

Increased User Adoption

82%

Pipeline Visibility Improvement

30x

More Data Captured

Our Customers

More than 7,000 leading businesses choose Base to help them drive sales productivity and uncover actionable, quantifiable sales insights. Base customers range in size from small businesses to major enterprises and span industry verticals such as healthcare, software, solar, retail and more.



"Base is our flashlight. I don't know how we would have made it this far without the tools Base built for us."

Tyson Peschke, Co-founder and VP Strategy
Blue Raven Solar