SVB Financial Group

ClickFacts' Click Fraud Detection Solution Bests Competition at SVB Silicon Valley Bank's 'Entrepreneur Showcase'

Competition showcases early-stage companies for A-list venture capitalists; entrants judged on business models' promise.

San Francisco, CA (PRWeb via PRWeb) November 8, 2006 -- ClickFacts.com, a leading click fraud detection and advertising analytics solutions provider for Web advertisers and publishers, today announced the company was chosen the winner of SVB Silicon Valley Bank's annual "Entrepreneur Showcase" competition, held on November 2 at the Hotel Sofitel in Redwood City, CA. SVB's Entrepreneur Showcase is a competition for early-stage companies to present their businesses to a panel of A-list venture capitalists in a high-stakes competition designed to highlight the companies with the best prospects for success. The eight companies which presented on Thursday at Entrepreneur Showcase beat out 36 other entrants for a finals slot.

The invitation-only event was attended by representatives of early stage technology companies, venture capitalists, and technology industry insiders who watched as presenting companies outlined their business and revenue models across a broad array of markets. ClickFacts was awarded top honors after a rigorous vetting process during which the panel of judges "ruthlessly scrutinized and judged" each of the entrants.

San Francisco-based ClickFacts develops and deploys proprietary technology that has helps publishers and advertisers detect click fraud, (or the false clicking of online ads) and other analytics to help advertisers and publishers increase their ROI. According to the Internet Advertising Bureau, Internet advertising revenues in the United States totaled $7.9 billion for the first six months of 2006, with Q1 accounting for $3.85 billion and Q2 totaling $4.06 billion. With so much money invested in the network at any given time, ClickFacts' goal is to become the industry standard for click fraud identification and online analytics and auditing solutions. SVB's Entrepreneur Showcase was judged by a panel of leading venture capitalists from firms including Matrix Partners, August Capital, Menlo Ventures, Trident Capital and Foundation Capital. The event was moderated SVB Silicon Valley Bank.

"We're thrilled by this win. Taking top honors at the Entrepreneur Showcase is a huge validation of our business by some of the leading technology investment minds in the industry," said Michael Caruso, co-founder and CEO, ClickFacts. "Web advertising has changed forever world's commerce model by providing opportunities for anyone with something to sell to find customers no matter where they are. Unfortunately, there will always be an unscrupulous element out there trying to game the system. We understand how quickly fraudsters alter their methods, so we devised a click fraud monitoring solution that learns click fraud patterns and adapts its alerting system to stay ahead of evolving click fraud techniques. We also provide a rich set of other analytical information that helps our customers see immediate ROI increases. ClickFacts is the only company which provides this level of intelligence for both advertisers and publishers."

"The year we had several fantastic entrepreneurs presenting innovative ideas to capture new markets and ClickFacts demonstrated itself to be the most compelling of all to our expert panel of venture capital investors," said Matt Thoreson, head of Western Division sales, SVB Silicon Valley Bank. "SVB's mission is to help entrepreneurs succeed, and we're thrilled to be able to introduce emerging companies like ClickFacts to investors that can help make their vision a reality."

SVB Silicon Valley Bank's Entrepreneur Showcase event in the San Francisco Bay Area brings some of its most promising early-stage technology clients together with investors, venture capitalists and industry insiders each year. Companies outside the Bay Area have an opportunity to participate in similar events hosted periodically by the company's various offices nationwide.

About Clickfacts.com
ClickFacts is the leading solution provider for online advertisers and publishers to detect click fraud and analyze all aspects of their advertising campaigns. The company's goal is to become the industry standard for click fraud identification and online analytic and auditing solutions. ClickFacts works directly with advertisers, agencies, and search marketing firms, as well as PPC search services, PPC networks, and web publishers. ClickFacts is privately held and was founded in 2005.

About SVB Silicon Valley Bank
SVB Silicon Valley Bank provides commercial banking services to emerging growth and mature companies in the technology, life science, private equity and premium wine industries. Through its focus on specialized markets and extensive knowledge of the people and business issues driving them, SVB Silicon Valley Bank provides a level of service and partnership that measurably impacts its clients' success. Founded in 1983 and headquartered in Santa Clara, Calif., the company serves clients around the world through 27 U.S. offices and three international operations. SVB Silicon Valley Bank is a member of global financial services firm SVB Financial Group, with SVB Alliant, SVB Analytics, SVB Capital, SVB Global and SVB Private Client Services. More information on the company can be found at www.svb.com.

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