



www.clixtell.com

Stage: Sales & Scaling

Industry: SaaS/Adtech

Traction:

- (i) 350 paying users
- (ii) \$1,030 User Lifetime Value
- (iii) >50% annual retention rate

Founders: 3

Pre-money Valuation: \$4.2M

Required Funding: \$900K

Projections:

	Revenues	Active Users
Y1	\$1M	2500
Y2	\$3.6M	5000
Y3	\$7.2M	10000

Management Team:

Yoram Cohen, Co Founder & CEO

Extensive experience in digital marketing, management and high-tech companies. Yoram led and managed high yield business development initiatives.

Aviad Tobaly, Co Founder & CTO

Extensive experience in Software Engineering, Project and QA, including test automation, governance, processes, procedures and roll-out. Aviad has a track record in leadership roles (medium, large and enterprise), with 10 years of experience as a project team leader.

Yigal Cohen, Co-Founder & COO

Seasoned entrepreneur, business owner and manager. Yigal led sales and service teams in various large companies nationwide. Yigal has extensive experience and understanding in HR, management and sales.

Problem - \$60B Lost Annually on Fraudulent Clicks

1/3 of clicks are fraudulent

Entire click farms to topple competition

Our Solution

App to protect & improve Pay-Per-Click campaigns from malicious clicks

Products



CLICK FRAUD PROTECTION – Continuous Monitoring; Blocking Malicious Clicks

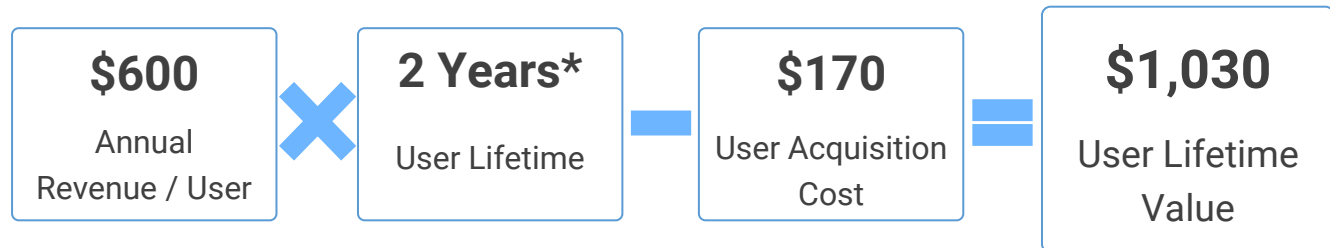


CALL TRACKING – Search → Click → Call; Track all interactions by source and keyword



WEBSITE VIDEO RECORDER – Optimize websites based on user behavior

User Lifetime Value



Growth Strategy

- **Online Marketing.** *Sell & Educate.* Content marketing, social campaigns, targeted online advertising, direct sales.
- **Partnerships.** *Large Contracts* with agencies managing multiple & high volume customers.
- **Affiliates.** *Growth Hacking.* White label licenses, affiliate program, local commercial entities in foreign Geos & Languages to broaden our outreach.

Competitive Edge

	Clixtell	Ad Platforms Google bing YAHOO!	Automated Fraud Solutions ClickCease CLICKGUARDIAN
Click Fraud Protection	✓	✓	✓
Blocking views & IP disclosure	✓	✗	✓
In-depth analytics	✓	✓	✗
Ad Optimization	✓	✗	✗
Call Tracking	✓	✗	✗