



Fast Facts

About TrialPay

TrialPay unites advertisers, merchants and shoppers to create the first payment platform that benefits all parties. Using TrialPay, merchants turn lost and indecisive shoppers into paying customers by giving away their product for free when a shopper completes an offer from blue-chip advertisers like American Express, Gap, FTD, eBay and thousands more. Advertisers pay a bounty that equals or exceeds the merchant's regular price to create a profitable transaction out of a stalled or abandoned cart. TrialPay ensures that every shopper finds an offer that compels him or her to purchase by pairing premium brands with the added value of a free product. With TrialPay everyone wins: shoppers get a free product, advertisers acquire new customers and merchants earn significant revenue from lost or unlikely customers.

TrialPay works with over 4,000 premium merchants, including McAfee, *The Wall Street Journal*, Skype and other industry leaders in software, games, publishing, online services and retail. TrialPay currently has more than 7 million registered users and adds 30,000 new users every day.

Year Founded

2006

Employees

60+

Investors

Atomico, Battery Ventures, Index Ventures, Baseline Ventures, Bob Pittman and several individual investors

Executive Team

Alex Rampell, Co-Founder & CEO
Terry Angelos, Co-Founder & COO
Eddie Lim, CTO
Jeremy Lewis, VP of Merchant Sales
Tim Welch, VP of Advertiser Sales
AJ Shanley, VP of Business Development
Matt Quirie, VP of Marketing

Merchant Partners

More than 4,000 companies use TrialPay as an alternative payment method, including McAfee, Corel, *The Wall Street Journal*, Ziff Davis Publishing, WeatherBug, Plaxo and Skype

Advertising Partners

More than 2,000 companies participate in TrialPay's advertiser network to gain highly qualified leads at a low Cost Per Acquisition (CPA). Gap, American Express, Blockbuster, eBay and FTD.com are some of the premium advertisers in TrialPay's network

Shoppers

More than 7 million shoppers have registered with TrialPay