



Sparkroom Launches Lead Market Analytics™

Lead buyers can benchmark their performance on key metrics against their industry peers; product drives improved decision making and increased profitability

Charlotte, NC - September 9, 2008 – Sparkroom, Inc. (www.sparkroom.com), a leading provider of Lead Performance Optimization solutions for the lead generation industry, announced today at the LendingTree Partner Summit (www.lendingtreesummit.com) in Charlotte that it has released Sparkroom Lead Market Analytics. The ground-breaking offering, initially customized for the mortgage industry, enables lead buyers to benchmark their key performance measures, such as contact rate, application rate, close rate, bad leads rate, and cost per closed loan, against industry averages. Customers, who must share their own data in order to subscribe to Lead Market Analytics, can analyze their performance, in real-time, against industry benchmarks.

Sparkroom Lead Market Analytics was developed to provide information and transparency to what has traditionally been an opaque market for lead buyers and sellers. The product provides market participants with unprecedented insight into the interactions between consumers, lead providers and mortgage originators. The information made available with Lead Market Analytics is a natural complement to Lead IQ, Sparkroom's existing service offering that couples robust analytics with direct marketing expertise that enables lenders to optimize the performance of their leads.

“In talking with our customers and other industry experts over the past year, it became clear that there was a compelling need to aggregate a data set that reveals lender performance vs. their peer group across various business metrics,” said Sparkroom's chief executive officer, Jamie McDonald. “Sparkroom was founded on the concept that transparency of information is power. Unlocking that transparency is immensely valuable to both buyers and sellers of leads. It empowers lenders with the information required to make smarter business decisions about their marketing spend, geographic focus and product mix.”

Sparkroom Lead Market Analytics provides lead buyers with answers to questions that have been historically very difficult to address, such as the following:



- How does my close rate (or contact rate or application rate) compare to industry averages?
- Which lead providers are most likely to have volume that matches my product and production sweetspots?
- What performance can my company expect if I purchase a particular type of lead from lead provider X?
- How does my cost per closed loan compare to my peer group?
- What is the level of competitiveness for leads in a given geography or product segment?
- What areas of opportunity exist to profitably expand my geography or product mix?

“One of the primary reasons that we are working with Sparkroom is to get access to the market intelligence sitting inside Sparkroom Lead Market Analytics,” said Tim Burke, CEO of Nationwide Lending. “Sparkroom provides a platform for lenders to systemically share information about their performance without compromising any competitive advantage. Ultimately, using Lead Market Analytics will lead to Nationwide being much more efficient with our marketing and drive increased profitability for our business.”

Sparkroom Lead Market Analytics is launching with eight lead buyers in the mortgage vertical, including five lenders regularly ranked within the Top 20 of the LendingTree lender rankings. As additional lenders participate in Lead Market Analytics, the breadth and depth of the benchmark data will continue to grow. To become a participating lender in Sparkroom Lead Market Analytics or to learn more, email sales@sparkroom.com or visit our website at www.sparkroom.com.

About Sparkroom

Sparkroom is a leading provider of Lead Performance Optimization software and services, a solution that uniquely combines Sparkroom Lead IQ, a hosted business intelligence platform with expert account management services to give online lead buyers the tools and expertise



needed to measure, manage and optimize their lead acquisition spending. Sparkroom's software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their online lead buying activities and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. Founded in early 2007, Sparkroom is privately-held, with funding from private investors and Matrix Partners. For more information, visit www.sparkroom.com.

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