

Chartbeat Media Kit

CHARTBEAT BOILERPLATE

Chartbeat helps content creators to pique and keep their audience's attention. It is most well known for the real-time analytics that help 80% of the top publishers in the US and ~50,000 media sites in over 60 countries around the world. Chartbeat works with content creators to align them around the right audience development goals and give them the data they need to adapt when it matters. Chartbeat proves the monetizable value of quality content over clickbait.

CHARTBEAT HISTORY & PRODUCT OVERVIEW

- Founded on [April 2, 2009](#)
- Located in Union Square, NYC
- The Chartbeat dashboard was the first product built to deliver real-time data for bloggers and small businesses: chartbeat.com/demo
- Chartbeat Publishing is Chartbeat's enterprise product for top global publishers and leading media sites.
- Chartbeat Publishing Editorial Dashboard demo: chartbeat.com/demo

CHARTBEAT REACH

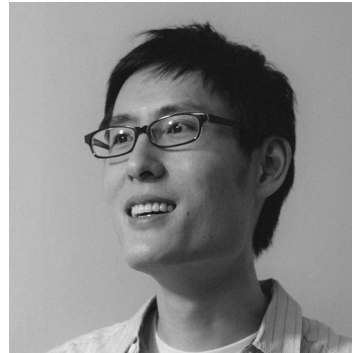
- Chartbeat works with with [50,000 media sites](#) across the globe
- Chartbeat has clients in [62 countries](#)
- Chartbeat works with [80% of the top news sites](#) in the US
- Chartbeat tracks [55 billion pageviews](#) every month
- Chartbeat has [12 million concurrent users](#) across its network on an average day
- Chartbeat has [1 billion JavaScript downloads](#) every day
- Chartbeat handles [250,000 requests per second](#) on an average day, much more at peak

COMPANY LEADERSHIP



CHIEF EXECUTIVE OFFICER/ **JOHN SAROFF**

John Saroff is Chief Executive Officer of Chartbeat, the leading attention measurement toolset for 80% of the top publishers in the US and global media sites in over 60 countries. John has worked at the cutting-edge of media and technology for 17+ years, setting the daily operations and business development agendas of companies as diverse as Google, NBC-Universal and vente-privee. John received his undergraduate degree in History from Haverford College and a joint degree in Law and Business from Columbia University.



CHIEF TECHNOLOGY OFFICER/ **WES CHOW**

Wes Chow is Chief Technology Officer at Chartbeat, the world leader in measuring and monetizing attention on the web. Wes makes sure Chartbeat has reliable technical systems to support the the world's premier content creators and the millions of people consuming that content at any given time. Prior to joining Chartbeat, Wes held technical leadership roles in financial services, a consulting company of his own called S7, and as the lead engineer at Songza while they were scaling the service to more than 2.5 million users, all after completing an EECS degree at UC Berkeley in just 3 years. When he's not busy helping Chartbeat scale, you can find Wes involved in the arts as an advisor to the Tank, a non-profit group in Manhattan.



VICE PRESIDENT OF PRODUCT/ **MONA CHAUDHURI**

Mona Chaudhuri is VP of Product at Chartbeat. Keeping true to her midwest roots, she attended Northwestern University before heading to New York City where she began work in Product at TheLadders.com. Here she stayed building a first-of-its-kind resume business, managing the job seeker product, and developing and growing the enterprise recruiting business for over six years. Mona found her next (and happiest!) home at Chartbeat, where she works side-by-side with editorial, brand, and agency teams to help them capture, build, and monetize their audience's time and attention.

COMPANY LEADERSHIP/ CONT.



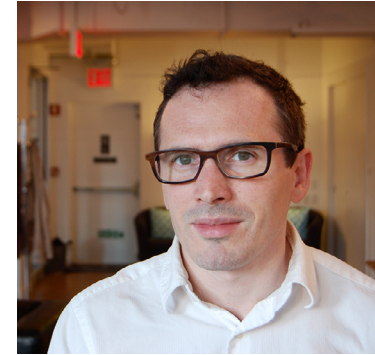
VICE PRESIDENT OF ENGINEERING/ NATHAN POTTER

Nathan Potter is VP of Engineering at Chartbeat, the world leader in measuring and monetizing attention on the web, where he's responsible for building an engineering team to handle massive streams of data in real-time. Before joining Chartbeat, Nathan held senior roles at a variety of media companies including A&E Networks, AOL and Viacom, managing the technology for brands such as history.com, mylifetone.com, moviefone.com and nick.com. His startup experience goes back to the first dot com boom in the 90's, when the internet was still a series of tubes.



CHIEF REVENUE OFFICER/ AARON KALINER

Aaron Kaliner is Chief Revenue Officer at Chartbeat, where he leads New Business, Customer Success, and Chartcorps teams to help bring real-time and overtime attention tools to fast-growing media organizations across the globe. Aaron brings more than 16 years of experience to Chartbeat, following senior leadership roles at Google, where he led the Google Publisher Solutions team, Rocket Fuel, Akamai and SmartBrief. Aaron earned his BA in History from Haverford College in 1997 and spent his first post-college summer as a White House Intern, followed by three years working on banking and securities issues as a Legislative Analyst on Capitol Hill.



CHIEF DATA SCIENTIST/ JOSH SCHWARTZ

Josh Schwartz is Chief Data Scientist at Chartbeat, where he develops infrastructure and algorithms for our next generation of products. In a prior life, he researched machine learning, optimization, and computer vision at MIT, Cornell, and the University of Chicago. In another prior life, he was a moderately successful coffee entrepreneur and a slightly less successful bicycle racer.

COMPANY LEADERSHIP/ CONT.



VICE PRESIDENT OF FINANCE AND OPERATIONS/ BRENT MCDONALD

Brent McDonald is the Vice President of Finance and Operations at Chartbeat. He is responsible for all financial reporting and daily business operations and strategy. Prior to joining Chartbeat, Brent was a Senior Finance Leader for Activision-Blizzard, the market leader in interactive entertainment software managing annual revenues of nearly \$5 billion. Brent is a Certified Public Accountant, and he received his undergraduate degree in Business and Economics as well as a Master's Degree in Economics from the University of California at Santa Barbara, from which he graduated with top Honors in both programs. In his free-time, Brent enjoys staying active, watching Bay Area sports, and spending all his money at restaurants.



VICE PRESIDENT OF PEOPLE AND CULTURE/ AGNES PEÑA ROSEN

Agnes Peña Rosen is the VP of People and Culture at Chartbeat, where she's responsible for putting the human in human resources. Agnes works to create workplace practices at Chartbeat that not only promote creativity and inclusion but also drive business objectives — a critical role as Chartbeat scales to a team of almost 100. Before joining Chartbeat, Agnes held senior operational roles at Court TV, Vault.com, and TheBlaze Inc, where she worked closely with entrepreneurs to build cultures of optimism, partnership, and collaboration. Outside of the Chartbeat walls, Agnes volunteers with The Taproot Foundation, a nonprofit organization that connects charitable groups with expert business professionals for pro-bono consultation.

LEAD INVESTORS & FUNDING

TOTAL FUNDING :

\$31 M

Harmony Partners

<http://www.harmonyvp.com/>

Draper Fisher Jurvetson (DFJ)

<http://dfj.com/>

Index Ventures

<http://indexventures.com/>

Betaworks

<https://betaworks.com/>

CHARTBEAT TECHNOLOGY

Python

Python is our backend programming language of choice. It's powerful and dynamic with a clear syntax and a mature standard library.

Clojure

Python is great for rapid development and systems that are IO bound, but for places where we need the speed of the JVM but the flexibility and conciseness of a dynamic language, we've opted for Clojure, a modern JVM based Lisp.

C++ & Lua

Sometimes you want fast and small, and that's what this potent combination gives us. C++ and Lua power the real-time analytics engine that's at the core of the Chartbeat dashboards.

Kafka

Processing 250,000 pings per second in a scalable and flexible way requires a serious piece of technology at its core. Kafka is increasingly serving as the central nervous system of the Chartbeat data pipeline.

AngularJS

We use AngularJS to power our products and tools. With its power and flexibility we're able to iterate quickly to create beautiful and highly functional web applications.

MongoDB

From humongous, MongoDB is a scalable, high-performance, open source, document-oriented database. It bridges the gap between key-value stores (which are fast and highly scalable) and traditional RDBMS systems (which provide rich queries and deep functionality).

Riak

This horizontally scalable key value and data structure store is capable of handling the high data write rate Chartbeat consumes for daily operation.

Redshift

Amazon's managed data warehouse system, Redshift is used to store tens of billions of rows of raw pageview- and ad impression-level data and serves as the backbone to our historical analytics products.

Amazon Web Services

We are fully hosted on Amazon Web Services. It gives us the flexibility to rapidly scale our systems, and test new features and products with close to no lead time.