

Investor Overview

January 2014

OUR MISSION

We empower small businesses and organizations to create and grow customer relationships and succeed



Forward-looking Statements and Non-GAAP Financial Measures

This presentation contains forward-looking statements, including statements relating to our growth rates, expanding and integrating product suite, growing brand awareness, market opportunity, customer acquisition model, growth strategy, long-term target operating model and profitability. These statements relate to future events or to future financial performance and involve known and unknown risks, uncertainties, and other factors that may cause our actual results or performance to be materially different from any future results or performance expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors that are, in some cases, beyond our control and that could materially affect actual results or performance. Other factors that could materially affect actual results or performance are described in our various filings with the Securities and Exchange Commission, including the Risk Factors section of our most recently filed Quarterly Report on Form 10-Q and Annual Report on Form 10-K. If any of these risks or uncertainties materialize, or if our underlying assumptions prove to be incorrect, actual results may vary significantly from what we projected. Any forward-looking statement you see or hear during this presentation reflects our current views as of the date of this presentation with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our financial results and operations. We assume no obligation to publicly update or revise these forward-looking statements for any reason, whether as a result of new information, future events, or otherwise.

Information regarding the non-GAAP financial measure referenced in this presentation, including the reconciliation to the nearest GAAP financial measure can be found in our financial results press releases, available on our web site: www.ConstantContact.com.

Our suite of online marketing tools and personalized coaching help small businesses connect and engage with their next great customer



~ 600,000 small business and non-profit customers



Differentiation through customer education, coaching and support



Delivering success with higher opens and clicks – driving more revenue for customers

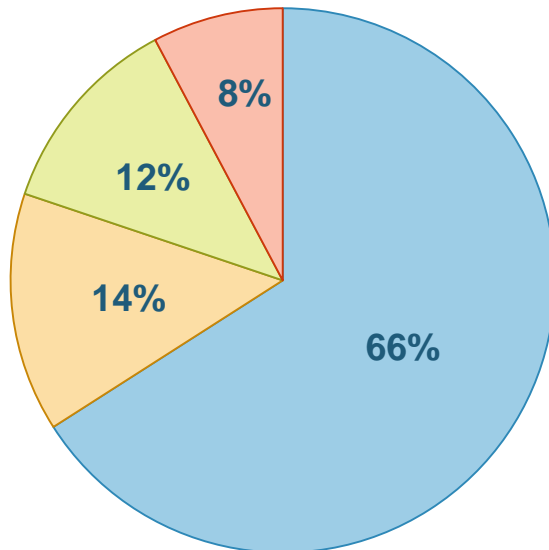


Affordable solutions starting at \$15 per month with larger customers paying hundreds per month

Characteristics of Our Customers...



- Time starved, with varied technical and marketing expertise
- Range of business size... serve more than just micro businesses
- Broad industry distribution... 45% B2C, 24% B2B, 31% NP



■ 1 - 10 Employees

■ 11 - 25 Employees

■ 26 - 100 Employees

■ > 100 Employees


} ~ 480k Customers

} ~ 120k Customers

How We Drive Customer Success



Constant Contact Delivers Better Success





Constant Contact  [View in a browser](#)

Our customers see the best results.

Check out all the ways we outshine the competition.




Trusted by more than half a million customers, [Email Marketing](#) from Constant Contact has the tools and team that work for you.

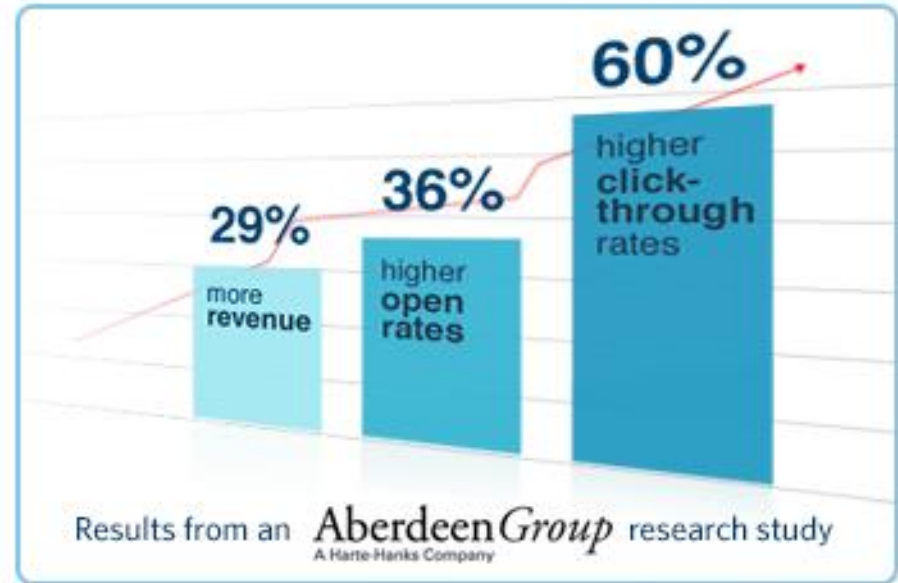
Here's what you can expect when you choose us:

-  **World Class Results**
In an independent study*, small businesses that use Constant Contact got a whopping 29% more revenue.
-  **Free Live Coaching and Support**
Get real, dedicated people just a phone call away, at no extra cost.
-  **Contact Management Tools**
We make it easy to grow and maintain your list.
-  **Great Value**
Unlimited access to all our email features, free coaching and social media integrations for as little as \$15/month.

Getting up and running is fast and easy. Try it today!

[Buy Now](#)









HELP YOUR SMALL BUSINESS DO MORE BUSINESS

Constant Contact  [Free 60-Day Trial](#)

Great Product, KnowHow[®] and Coaching = Success

Strong Brand Awareness...

| | 2013 | 2012 | 2011 |
|---|------|--|---------------|
| | | CATEGORY RANK | CATEGORY RANK |
| | | RANK | RANK |
| TOP BUSINESS SERVICE BRANDS  | 1 |  | 1 |
| | 2 |  | 2 |
| | 3 |  | 3 |
| | 4 |  Small business, rejoice. | 5 |
| | 5 |  | 6 |

Source: 2013 SMB Insights Brand Study published by The Business Journals

Expanding and Integrating Product Suite



Creating and Growing Customer Relationships

Find New Customers

Engage Customers

Retain Customers and Drive Referrals



Social Campaigns



Email Marketing



EventSpot



CardStar



SinglePlatform



SaveLocal

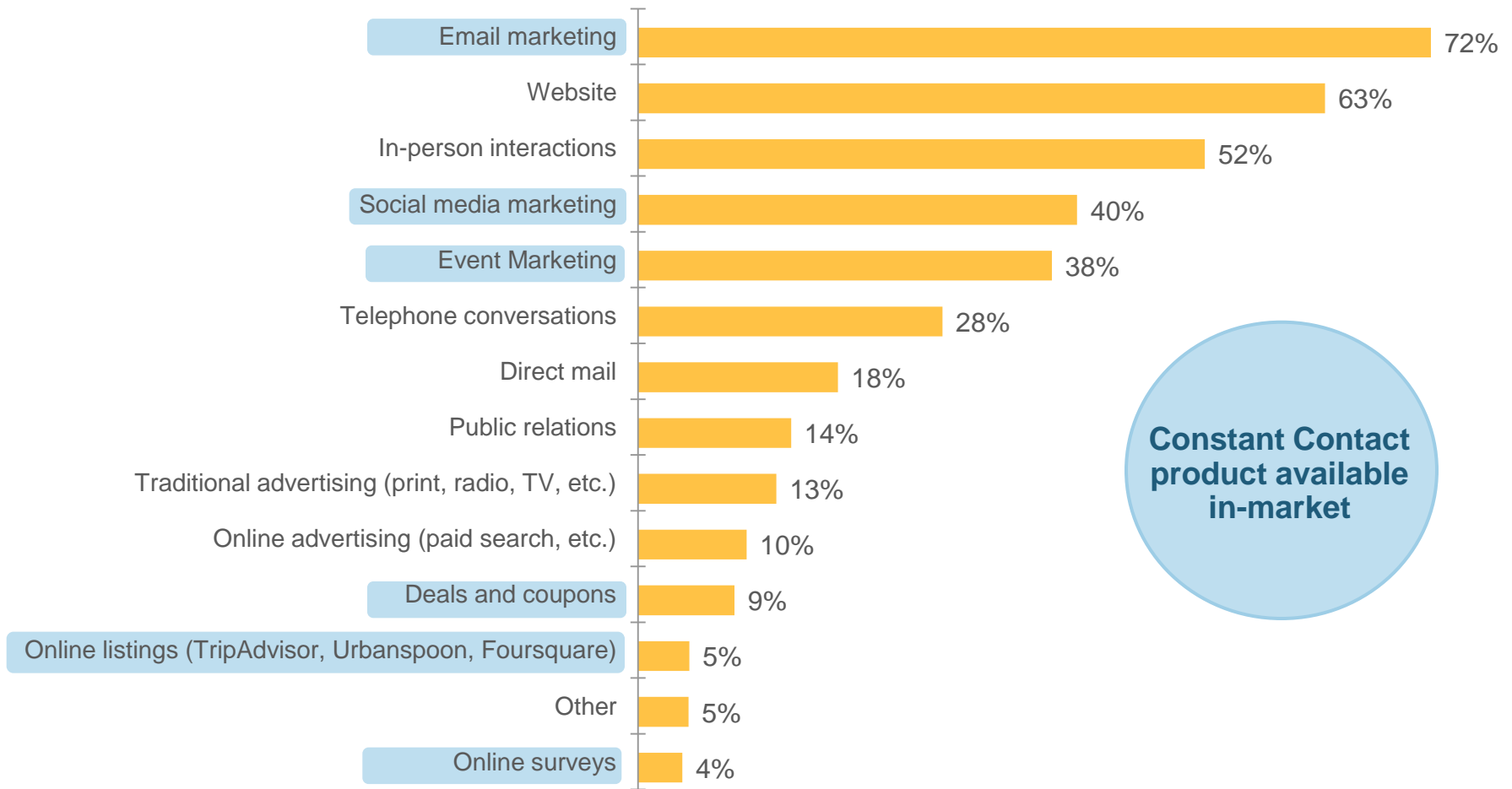


Online Survey

Common Contact Management, Analytics, Reporting and Common Authoring Environment

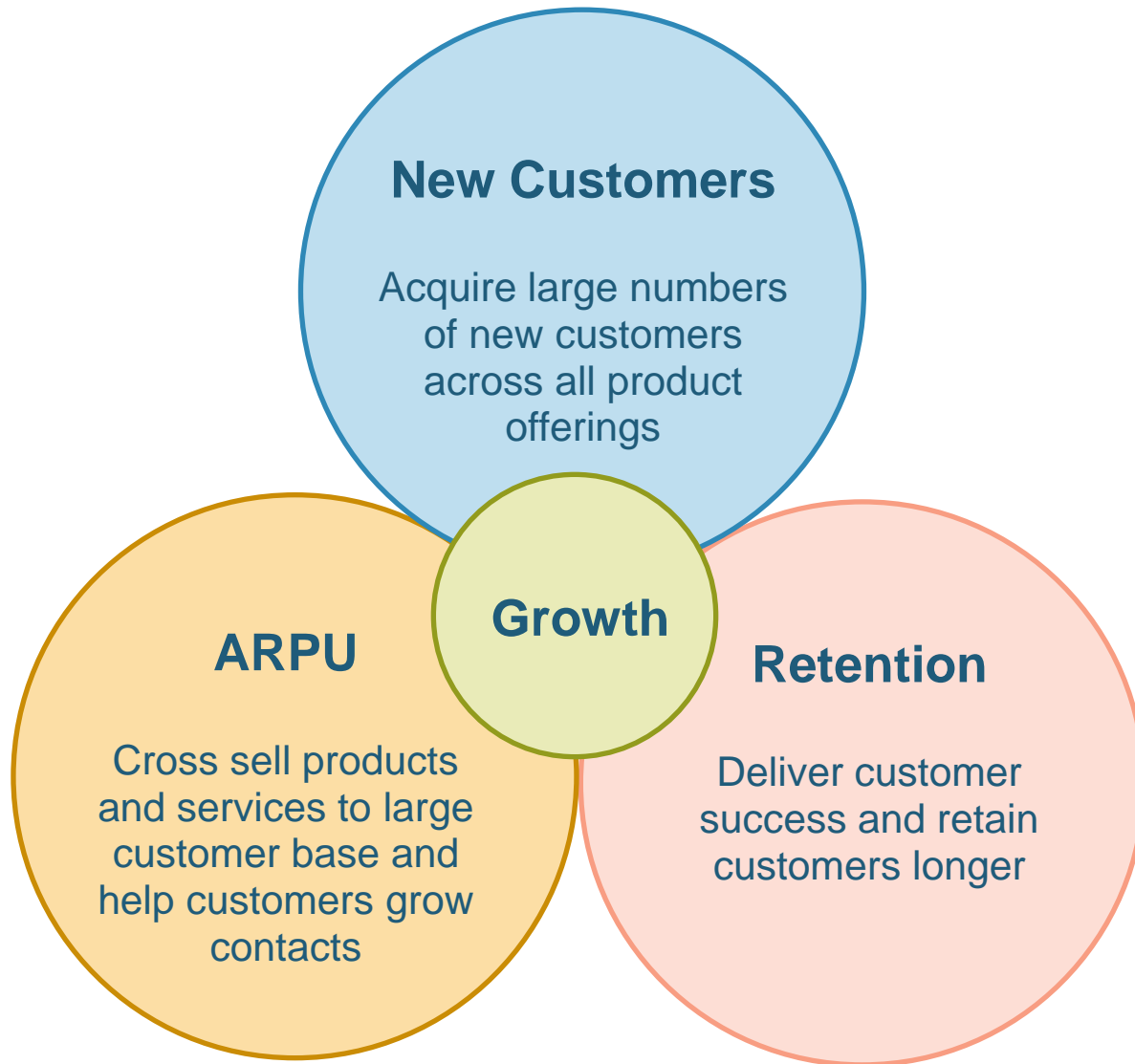
Serving the Marketing Needs of Small Businesses

Marketing activities small businesses find most effective include...



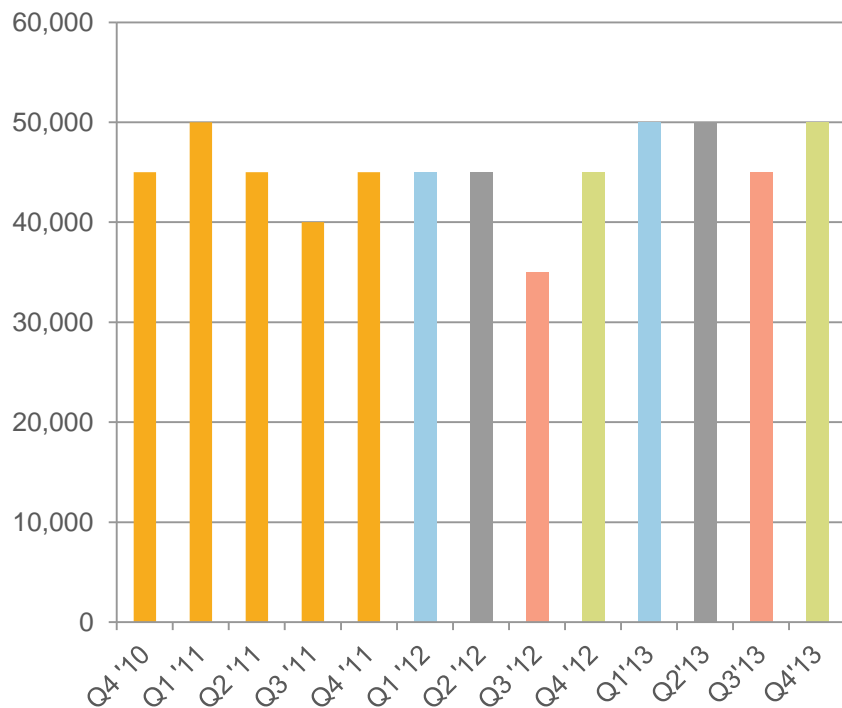
Source: Survey of 1,100 participants as part of the Constant Contact 2012 Small Biz Council conducted in December 2012

Three Powerful Growth Levers

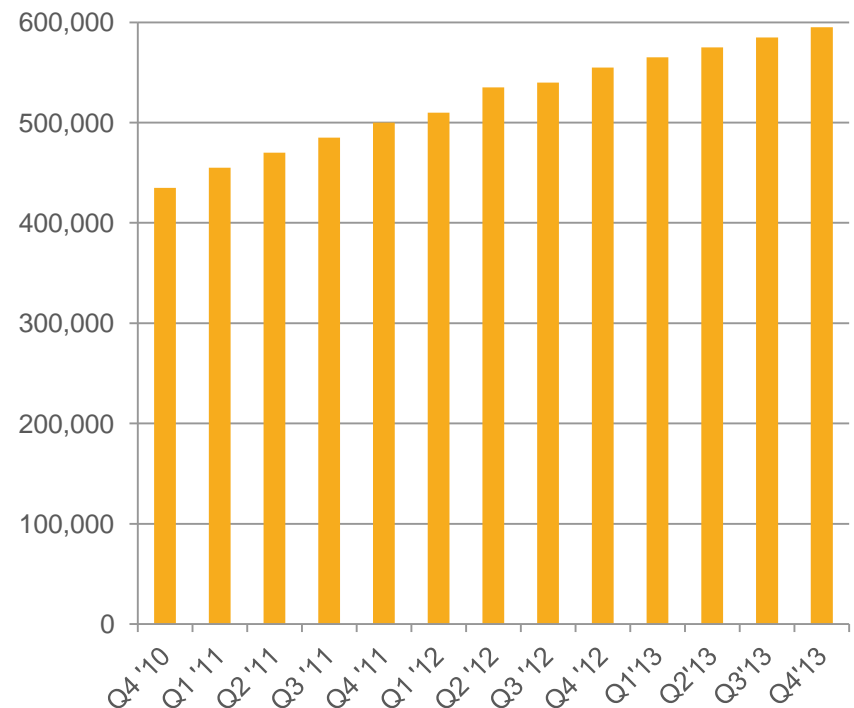


Three Powerful Growth Levers: New Customer Additions

Four consecutive quarters of year-over-year growth in paying customer additions



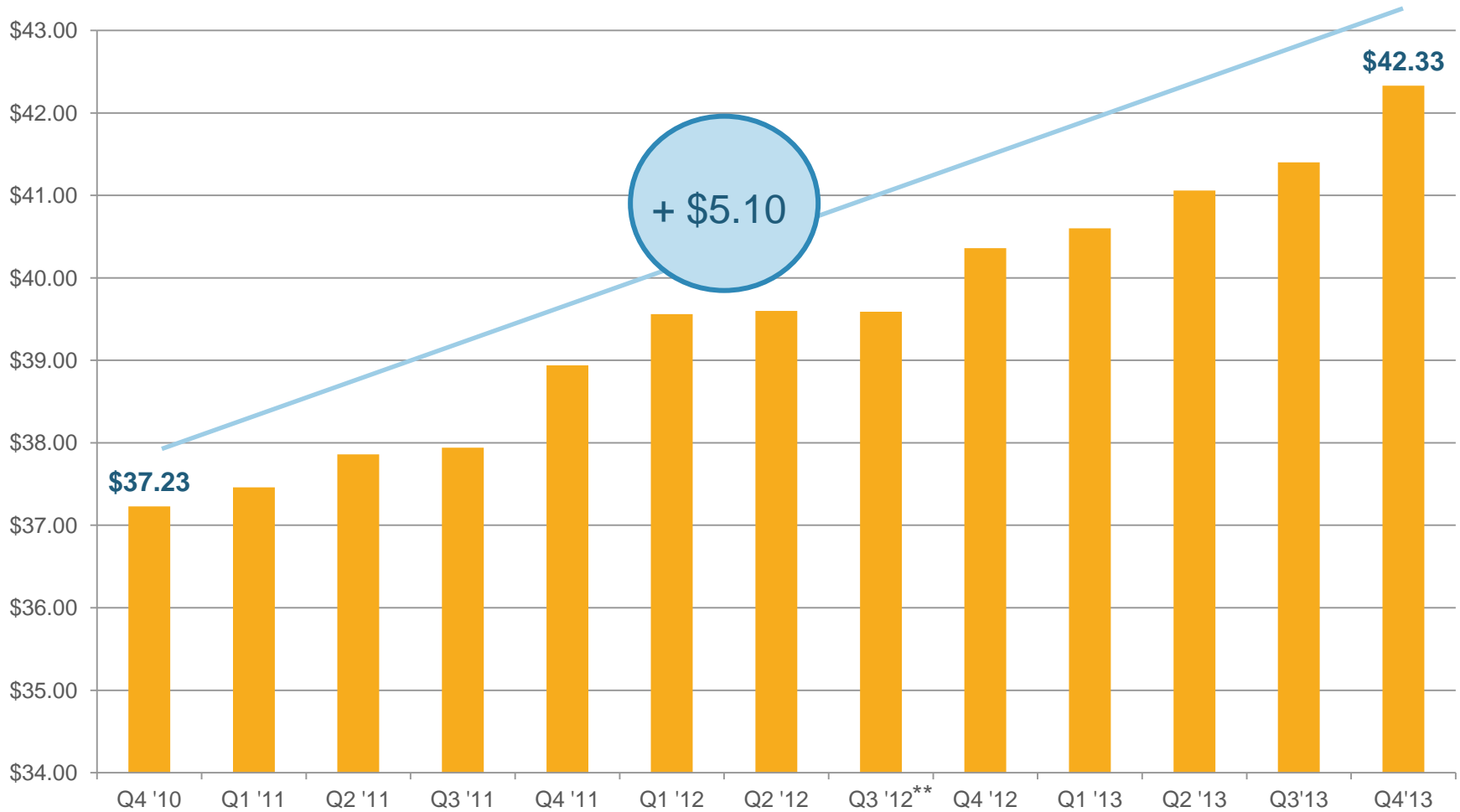
Total number of paying customers approaching 600,000



* Customer counts rounded to the nearest 5,000

Three Powerful Growth Levers: Average Revenue Per User (ARPU)*

Consistent improvements in ARPU drive high margin revenue

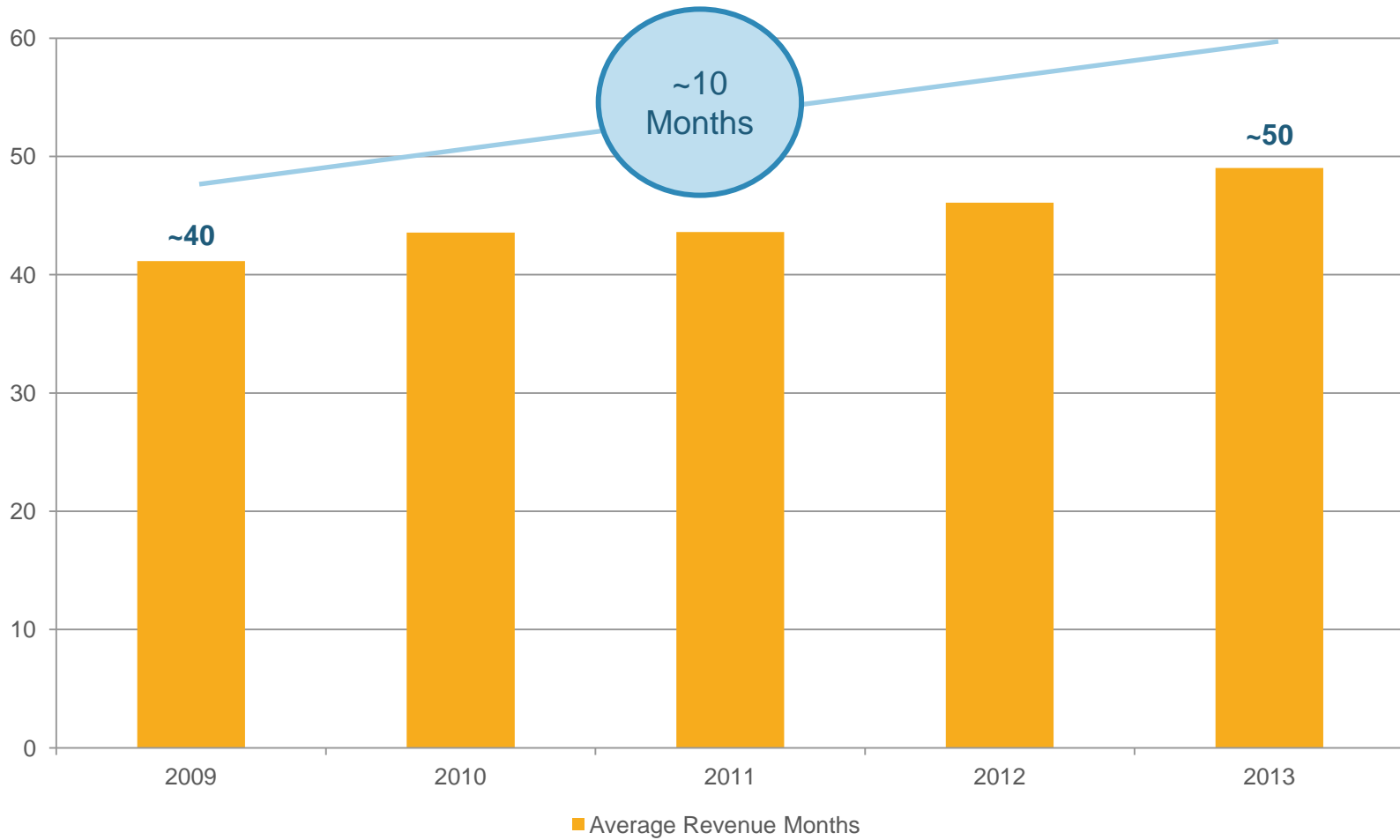


* ARPU is defined as total revenue per period divided by average unique customer count per quarter, divided by number of months in the period.

** Beginning in Q3 '12 ARPU includes SinglePlatform customers. There were approximately 10,000 customers at the time of the acquisition.

Three Powerful Growth Levers: Customer Retention Rates

Customer Retention Rates Translate Into Average Customer Revenue Months
Average Customer Stays for ~50 months



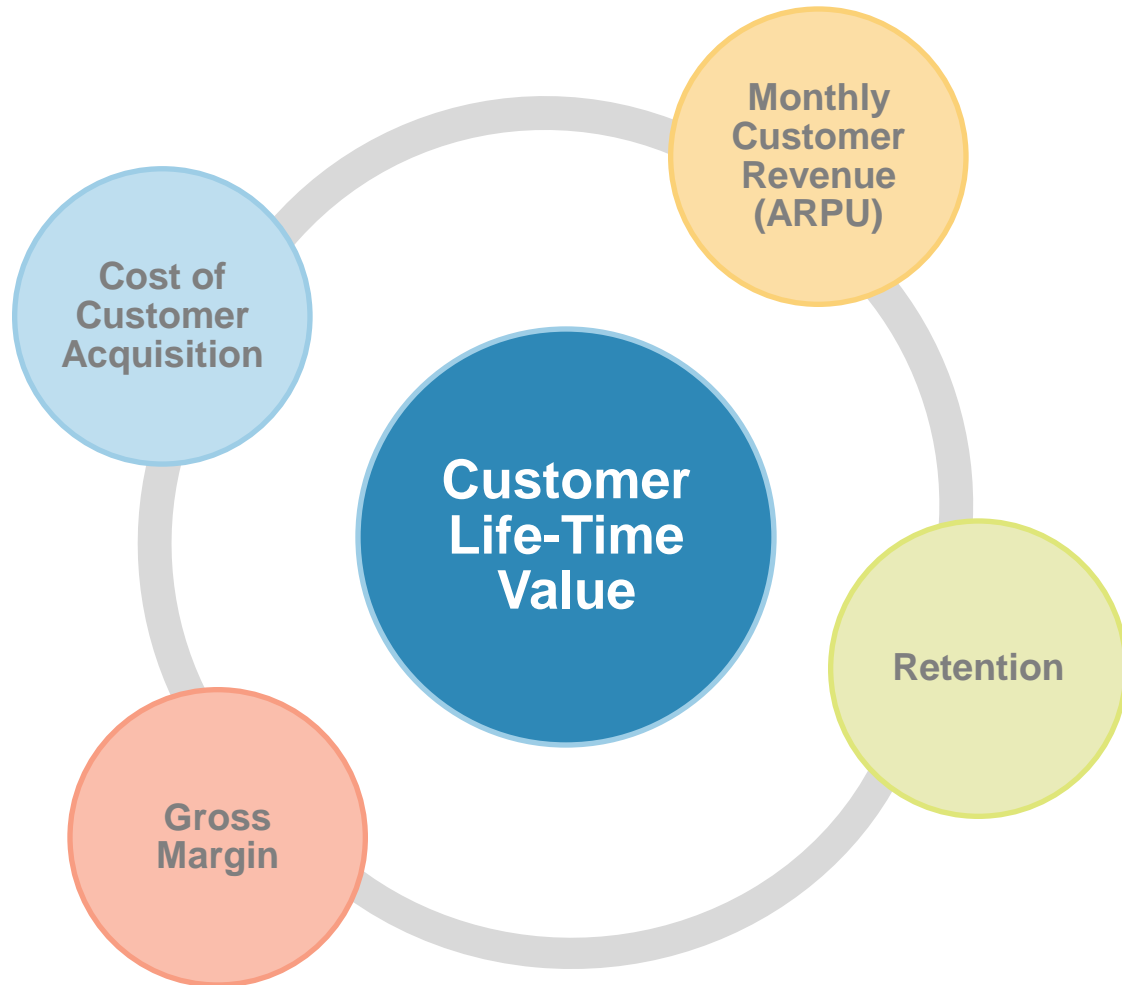
Key Components to Customer Life-Time Value

How much does it cost to acquire a customer?

How much does our customer pay us?

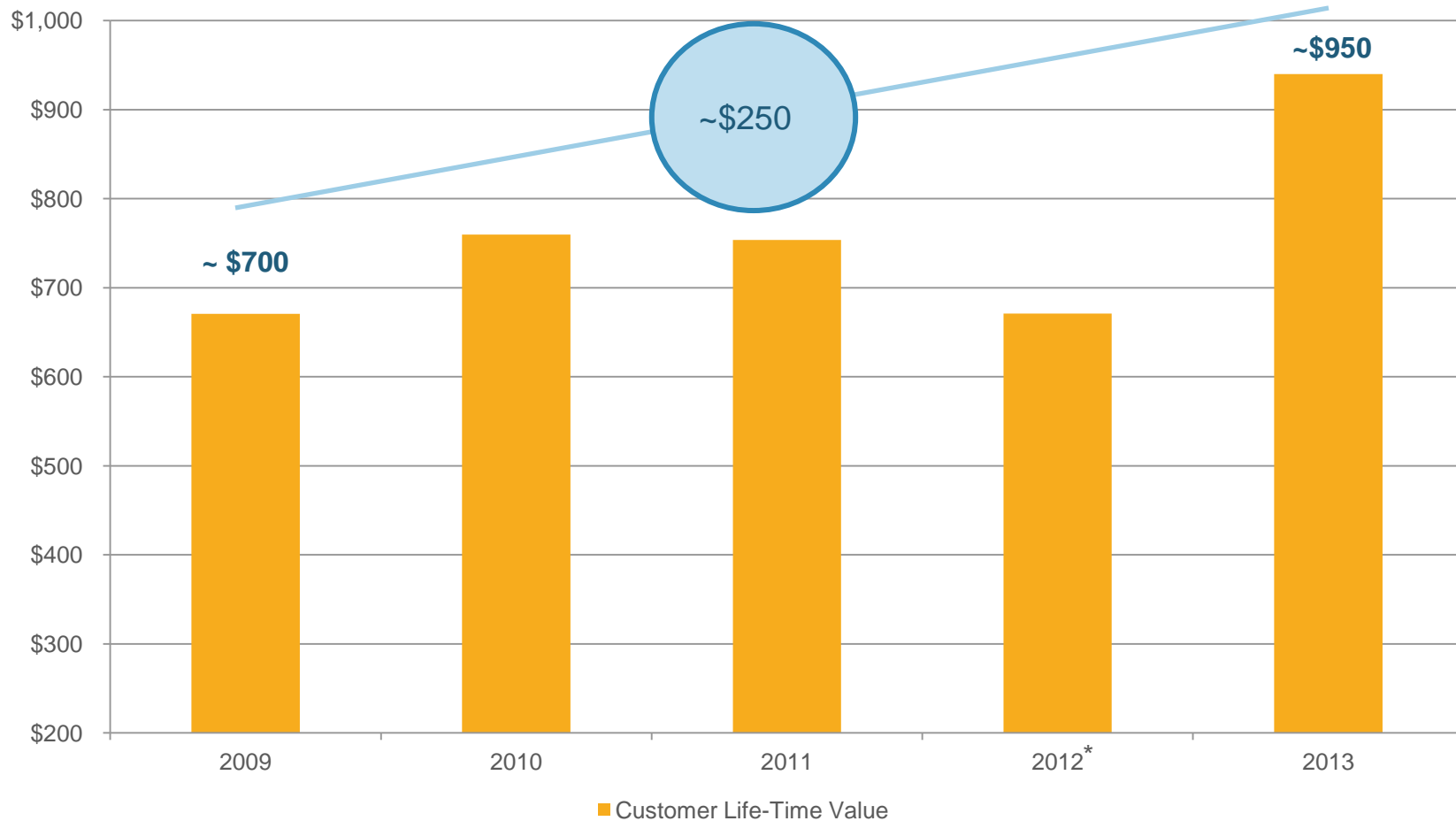
How long do we keep them as a customer?

How much does it cost to support the customer?

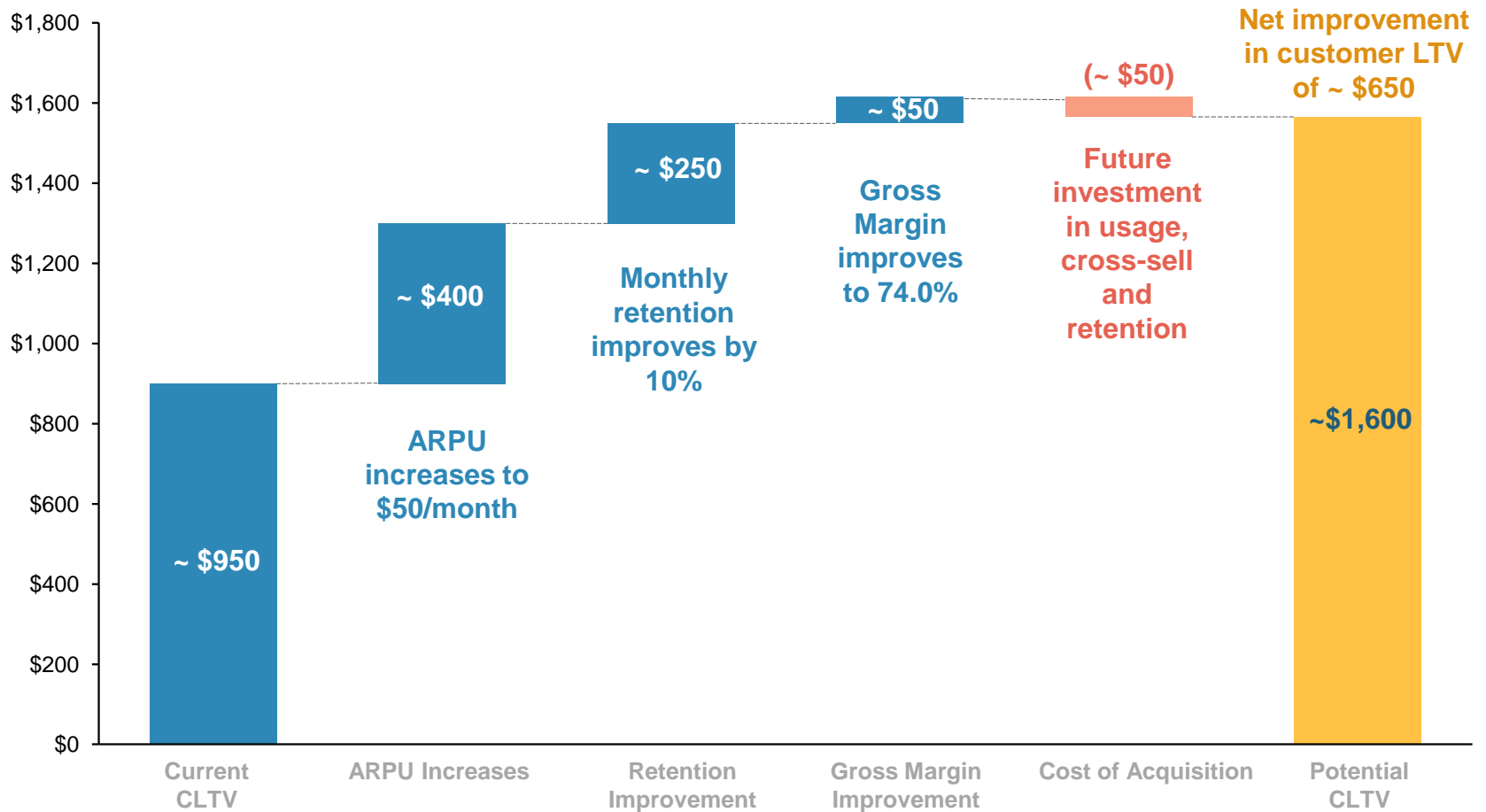


Customer Life-Time Value Trends

Customer Life-Time Value



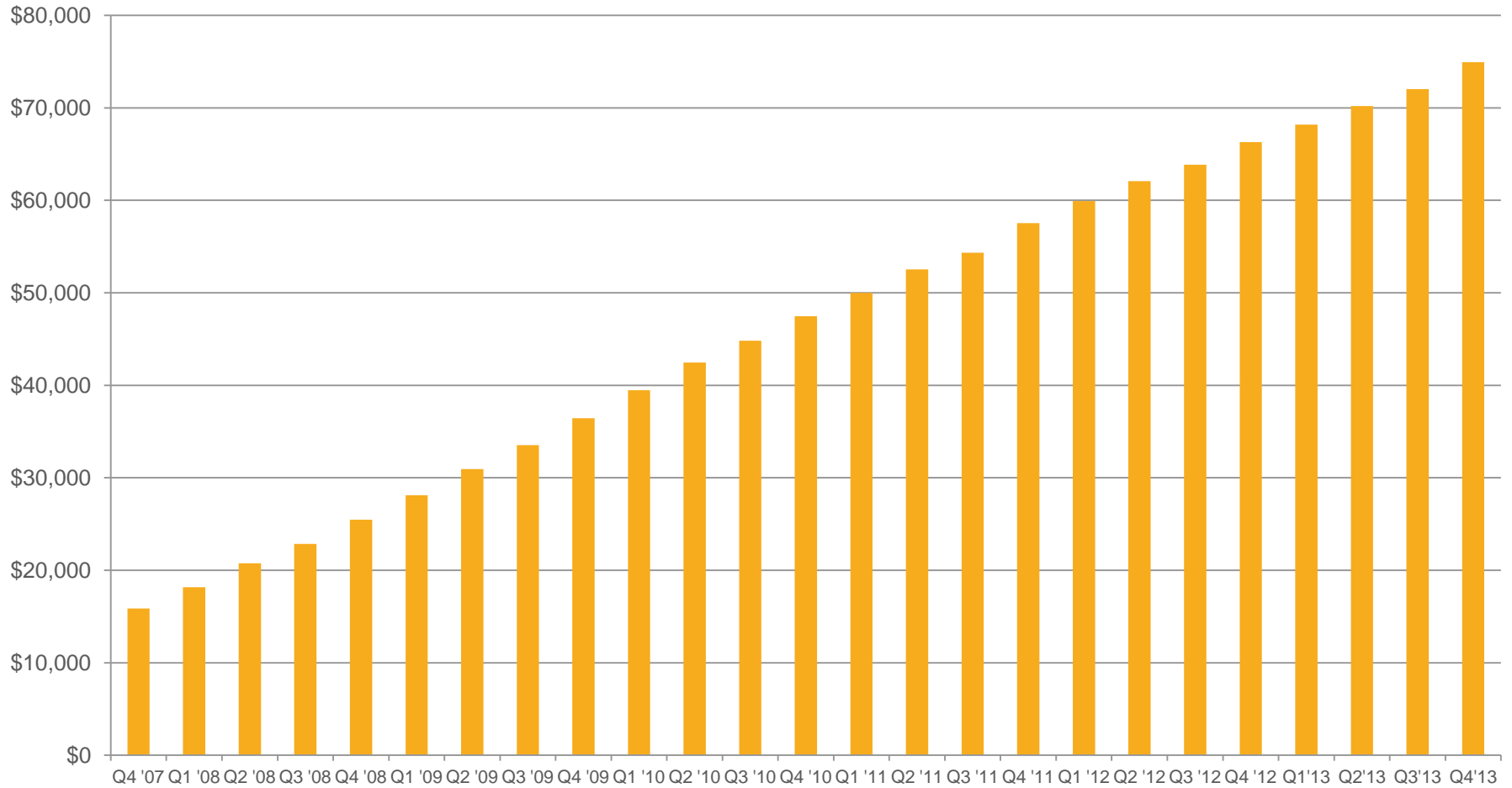
Driving Improvements in Customer Life-Time Value



Focused not only on what a customer delivers today, but how we can grow what the customer delivers in the future.

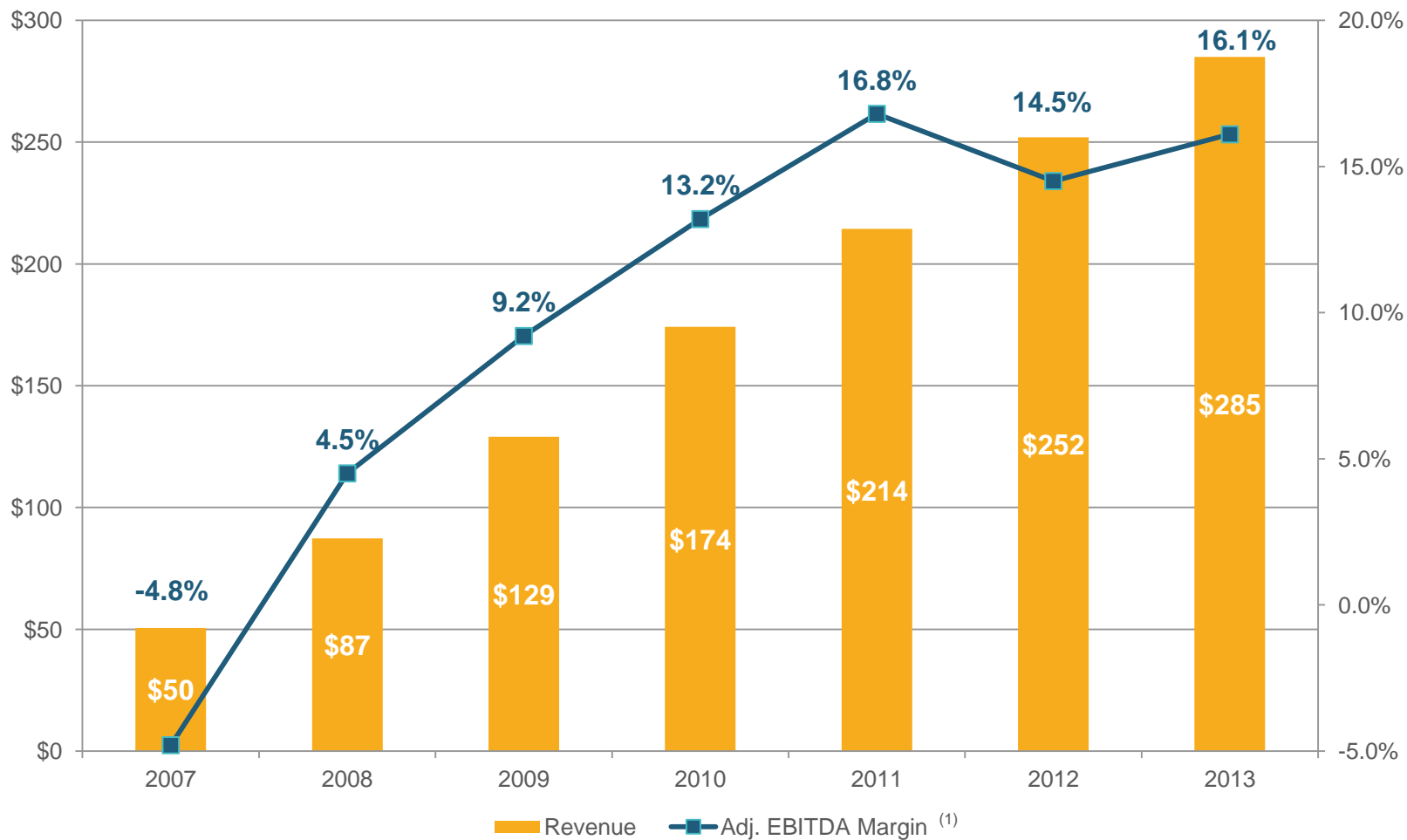
Proven Track Record of Growth

Quarterly Revenue (\$000)
Q4 2007 – Q4 2013



Revenue Growth and Margin Expansion

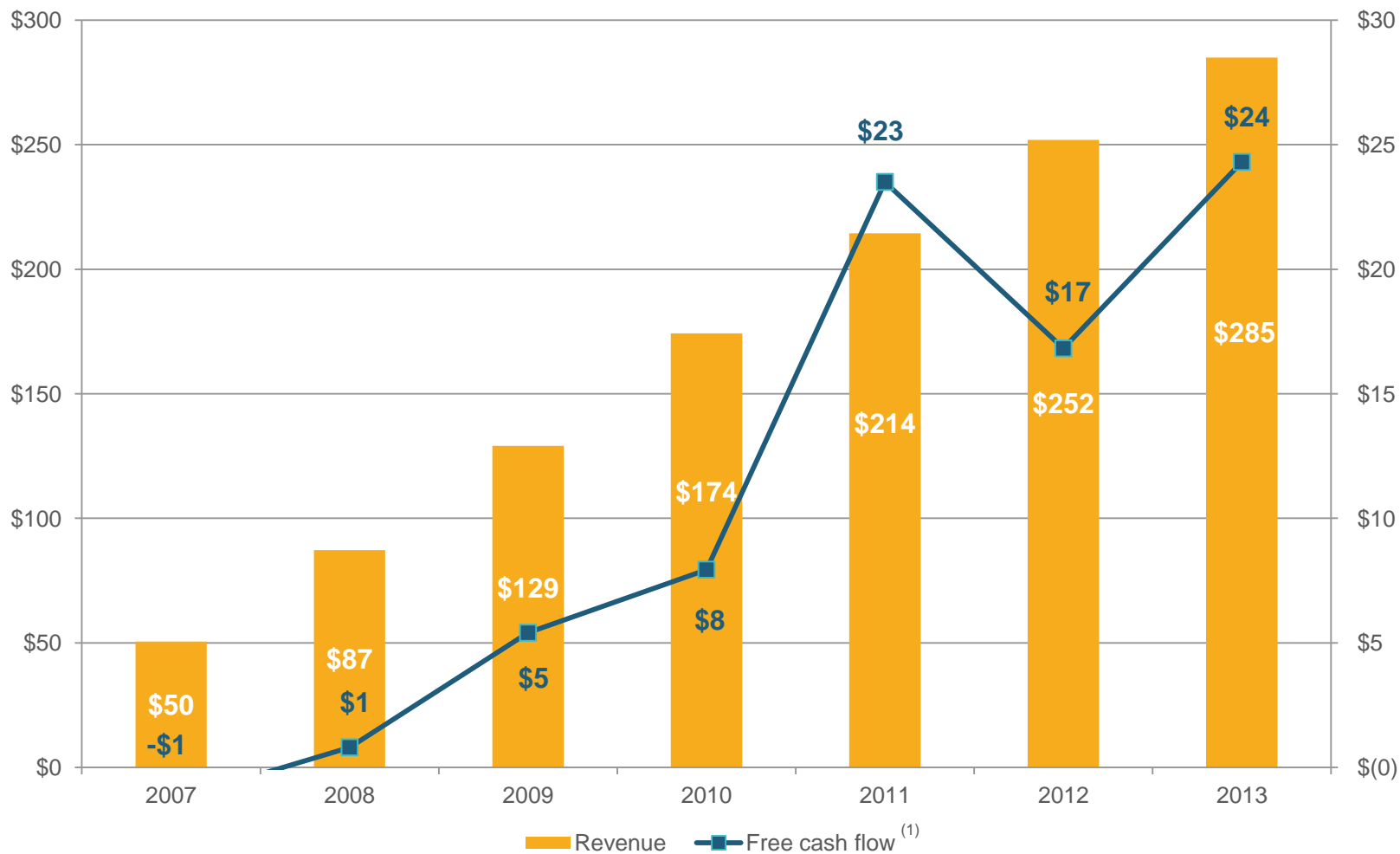
Annual Revenue (\$M) and Adjusted EBITDA (%)



(1) Adjusted EBITDA margin is a non-GAAP financial measure; a reconciliation to the nearest GAAP financial measure can be found on investor.constantcontact.com

Revenue Growth and Free Cash Flow

Annual Revenue (\$M) and Free Cash Flow (\$M)



(1) Free Cash Flow is a non-GAAP financial measure defined as net cash flow from operating activities less acquisition of property and equipment

Long-Term Target Model

| Year Ended Dec 31 (\$ M) | FY 2010 | FY 2011 | FY 2012 | FY2013 | Long-term Target Model |
|--------------------------------|------------------|------------------|------------------|------------------|---------------------------|
| Gross Margin | \$123.4 70.8% | \$152.9 71.3% | \$178.6 70.8% | \$203.8 71.4% | 73 - 75% |
| Research & Development | \$24.0 13.8% | \$29.5 13.7% | \$38.8 15.4% | \$45.6 16.0% | 11 - 13% |
| Sales & Marketing | \$78.9 45.3% | \$89.2 41.6% | \$104.5 41.5% | \$111.4 39.0% | 27- 30% |
| General & Administrative | \$18.0 10.3% | \$24.0 11.2% | \$31.1 12.3% | \$38.5 13.5% | 8 - 10% |
| Adjusted EBITDA ⁽¹⁾ | \$23.0 13.2% | \$36.1 16.8% | \$36.6 14.5% | \$46.0 16.1% | 30 - 33% |

(1) Adjusted EBITDA is a non-GAAP financial measure; a reconciliation to the nearest GAAP financial measure can be found on investor.constantcontact.com

Investment Highlights



Under-penetrated, multi-billion dollar opportunity



Three revenue growth levers and improving customer life-time value economics



Strong brand and demonstrated market leadership



Driving rapid margin expansion while investing in marketing suite strategy



Evolution to marketing suite expands value proposition



Strong free cash flow and balance sheet