

About Us

Simple ideas can lead to big things. In the case of Conduit, very big things.

Our simple idea, right from the start, was that with the ever-increasing rate of innovation on the web, publishers would have to find new, smarter ways to engage their users. We recognized that user loyalty is a fantasy, and that users would inevitably click away from publisher sites.

With that simple idea in mind, we developed the first widely-deployed Community Toolbar. Publishers praised it, users downloaded it, and we surprised ourselves (to be honest) by becoming the fastest-growing network of publishers.

Today, more than 260,000 publishers and 250 million end users in 120 countries are engaging with our tools. (People gasp when they hear these numbers, but that's because we've spent our time accommodating our network rather than the media).

We're proud that it isn't just the big brands that reap the benefits of our solutions. Sure, Major League Baseball, Time Warner Cable, Chelsea Football Club, Groupon, and Fox News utilize our platform to engage their users. But we also have hundreds of thousands of publishers you've never heard of, whose small businesses have become more successful as a result of our offerings.

So our mission, to cut to the chase, is "Engaging People." And yes, the double-entendre is intentional. We're a company of more than 300 people who are passionate, talented, opinionated, sometimes a bit rowdy, but always full of ideas.

We're passionate about engaging people. And we're always working hard to discover the next engaging opportunity. Wherever it might come from.