

Milestones 2005-2008

2005

- Conduit is founded and seed funded by **Ronen Shilo, Dror Erez and Gaby Bilczyk**
- The company launches its innovative Software-as-a-Service platform, enabling publishers to build and publish branded software using an online wizard, in a few quick steps and with no engineering skills.
- Zack Rinat becomes Conduit's first external investor and joins its board of directors.
- Conduit's platform technology is filed under U.S Patent #7,529,766. During 2005, Conduit records more than 40 new publishers signing up every day to build a custom Community Toolbar, with over 9,000 new users joining daily and over 1,000,000 in total number of active users.

2006

- Conduit receives Series A funding from Yozma Capital.
- The Conduit platform now offers cross-browser support for Internet Explorer and FireFox.
- Advanced features are added to the platform allowing publishers to not only offer links and logos but also deliver custom components and rich browser apps.
- Support for languages and localization features are added.
- Adoption of the technology expands to publishers from different countries and industries including academic, non-profit, travel, sports and more. During 2006, more than 100 new publishers sign up to use the platform every day, with over 25,000 new users daily and over 5,000,000 active users.

2007

- Conduit forms a strategic product partnership with Google to integrate Google-powered search as part of Conduit's core technology.
- The Conduit platform continues to evolve and introduce new APIs, advanced browser gadgets, software integration capabilities and more.
- Conduit wins industry awards and is recognized by leading publications as one of the fastest-growing trends in online marketing.
- Conduit's technology is recognized by publishers from new categories like media and entertainment and adopted by well known global brands that join the rapidly-growing network of Conduit publishers. During 2007, more than 180 new publishers join the Conduit Network every day, with more than 90,000 new users daily, and over 15,000,000 active users.

2008

- Conduit receives Series B funding from Benchmark Capital.
- Conduit powered apps are granted a Trusted Download Certification by TRUSTe.
- Support for Desktop apps is added, as well as the ability to subscribe to multiple publishers and aggregate apps from various brands.
- Publishers of all sizes from all over the world are leveraging the technology as part of their online marketing toolkit, alongside email marketing, SEO, SEM and social media marketing.
- The company continues to grow on all fronts and expands both its Silicon Valley and Israel offices. During 2008, more than 400 new publishers join the Conduit Network every day, with more than 300,000 new users daily, and over 38,000,000 active users.

Milestones 2009-2011

2009

- The Conduit platform continues to evolve and Conduit becomes the first technology in the world to allow publishers to create apps for Apple's Safari across all operating systems.
- Conduit Open is introduced as a new initiative to open a world of opportunities for web publishers and allow them to not only deliver branded apps to their existing user base, but also to the massive Conduit Network, exposing their content to thousands of other publishers and millions of users. The Conduit App Marketplace is successfully launched, allowing publishers to share their apps and get instant distribution to millions.
- Conduit is granted a United States technology patent for its core technology and recognized as a leader by additional publications and strategic partners.
- More than 200,000 publishers of all sizes adopt the technology, including hundreds of new game companies, blogs, social networks and even intranet portals.
- The company continues to expand and opens new offices in London, UK. During 2009, more than 700 new publishers sign up every day, with the Conduit Network comprising more than 1,000,000 new users daily, and rising from 60,000,000 to 90,000,000 active users.

2010

- Monetized apps are added to the Conduit Marketplace, allowing publishers to generate additional revenue, and engage their users with popular apps from the world's leading brands. More than 260,000 publishers and 200,000,000 users from 180 countries are now part of the Conduit Network, with more than 23 new users joining every second of the day.

2011

- A new partnership is struck with Bing, offering Microsoft's search engine to users in certain locations.
- The Conduit Mobile platform is launched, enabling any publisher to easily create mobile and tablet apps at no cost.
- The Conduit Network expands to comprise 250 million users.
- Conduit acquires web publishing solutions startup, Wibiya..