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Software startup's client base grows fast

Compendium, which launched in July, now serving 30 companies

By Erika D. Smith
erika.smith@indystar.com

Just two months after releasing a test version of its blogging software, startup Compendium Software is growing fast with new employees, new clients and new digs on Monument Circle.

"It's coming in a nice even flow," said co-founder Chris Baggott.

Compendium Software now counts 30 companies as clients, including locally based Angie's List, Vontoo and ExactTarget. Most of those additions have been through word of mouth, as the company has yet to hire a standing marketing team.

The company currently has 10 employees — up from just the two co-founders in early July.

Baggott, who made a name for himself leading the Indianapolis e-mail marketing company ExactTarget, started Compendium Software with Ali Sales, formerly of search engine ChaCha.

Compendium Software is hiring, and by early next year the staff should number about 20.

Between now and then, Baggott said he hopes to enlist even more local clients who not only will use the software, but offer feedback to help improve it.

Compendium Software sells blogging and search-engine marketing tools for companies of all sizes. The software is distributed via a "pay-as-you-go" model — the same model ExactTarget uses to sell e-mail marketing software to companies.

For companies, blogs remain largely untapped territory. But managed correctly, they can help companies' Web sites rank high in search-engine results.

And management is where Compendium Software comes in, Baggott says.

"Our dentist in Anderson," he said of a client, "he's winning first place in Google, which is where he wants to be."

★ Call Star reporter Erika D. Smith at (317) 444-6424.