



Jimdo: 4 Years, 3.5 Million Websites, and 30,000 Online Stores Later...

San Francisco, March 21, 2011 - Right in time for its fourth birthday, the website builder Jimdo is celebrating the 3.5 millionth Jimdo website. The Jimdo online store also turned one year old this month; over 30,000 e-commerce Jimdo sites have sprung up in the last year.

Profitable and an International Success

Matthias Henze, one of Jimdo's three cofounders, is happy with how the startup is developing: "Jimdo has really matured over the past four years. We are one of the few German startups that has also established itself internationally. Now we want to gain a stronger foothold in every country we're in and make an impact there."

According to Alexa's worldwide rankings, Jimdo, including user sites, is in the top 950 websites - out of 16 billion websites¹ online. Google Trends data confirms Jimdo² comes out on top in an international comparison³.

30,000 Stores, 300,000 Products, and \$10M in User-Driven Sales

Jimdo's homegrown e-commerce solution empowers users to turn their Jimdo sites into online stores with the click of a button. In the first year, they created over 30,000 stores, put more than 300,000 products up for sale online, and generated more than \$10M in sales. "We're thrilled the online store is catching on with our users," says Matthias Henze. "In Germany alone, Jimdo users set up around 18,500 stores in the last year. In comparison, there were approximately 390,000 online stores total in Germany⁴."

What about next year?

In the coming year, Jimdo's creators are looking forward to accelerating growth and a successful start for the newly established San Francisco office. Additional language versions and new features for the website creator are planned as well.

About Jimdo

Jimdo (www.jimdo.com) was founded in February 2007 by three young entrepreneurs Christian Springub, Fridtjof Detzner, and Matthias Henze. In an old farmhouse in 2004, the three started a web agency for small businesses. The technology powering Jimdo was first developed so business clients could easily edit and update their sites, but frequent requests from friends gave the founders the idea to offer free JimdoPages. In just a few minutes, anyone - no technical knowledge required - can get a website online, complete with blog, photo galleries, video, online store, and more. Industry leaders like the Samwer brothers (CityDeal/Group, Facebook, LinkedIn) have invested in the innovative company. Jimdo is now available in 11 languages, and in February 2011, the 3,500,000th Jimdo site went online.

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¹ Source: <http://www.worldwidewebsize.com/>

² Source: <http://trends.google.com/websites?q=jimdo.com&geo=all&date=ytd&sort=0>

³ Source: <http://trends.google.com/websites?q=jimdo.com,+weebly.com,+wix.com,+yola.com&geo=all&date=ytd&sort=0>

⁴ Source: iBusiness, Study 'ECommerce Segmentation'