

# B2B Search Engine Steps into Billion Dollar Market for Data Sales

NEW YORK, N.Y., Jan. 20, 2012 (SEND2PRESS NEWSWIRE) – Masterseek.com is a B2B search engine offering the ability to search for businesses across the globe while eliminating “clutter” inherent in consumer-based search engine results. Though Masterseek is a B2B based search engine, Masterseek also receives traffic from consumers seeking specific businesses. According to recent statistics Masterseek.com is the largest and fastest growing B2B search engine, breaking the 100 million mark for businesses within its database, nearly 40 million more than the next largest B2B search engine and larger than the 4th through 10th largest B2B search engines combined.

The billion dollar market for data sales is an accomplishment only a handful of websites of any type have surpassed, and it is even more rare for a primarily B2B focused website to count itself amount this group. This achievement marks one of many recent successes outlined in an analysis of B2B search engine statistics.

In addition to being the first site of this sort to be counted in this billion dollar club, they have recently increased the number of businesses within their database to over 100 million; surpassing last year’s leader by over 40 million, making it the largest B2B search engine as well as the fastest growing and most financially successful.

When asked about recent accomplishments Masterseek.com CEO Rasmus Refer replied: “Naturally we are really happy about our recent successes, but as everyone within the company will confirm, it is not exactly a surprise. This has been the result of hard work and has been part of our overall business plan since Masterseek.com was founded. We’re just getting started truth be told. We believe we have the most intuitive search engine on the internet; this includes consumer-based search engines as well as B2B search engines. We have the best categorization process and search functions, the simplest interface and we let businesses create their own profile how they want not how we want them to. That’s a big difference. On top of that we’re 100 percent free, unlike a couple of the other B2B search engines.”

While Masterseek.com has had by far the most success of any B2B search engine, Refer admits there are improvements still to be made and he expects the next year will see even more growth for Masterseek.

## **About Masterseek:**

Masterseek is a comprehensive B2B search engine with 101 million businesses in its database in over 26 different languages. Masterseek.com allows businesses to create a profile within the database for free, and it is currently the fastest growing, most searched and largest B2B search engine in the world. Their website is located at <http://www.masterseek.com> .

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