



## **Ixquick Q&A**

January 2009

### **General:**

#### **Q: What is Ixquick?**

A: Ixquick is a metasearch engine that offer you the best possible privacy while searching. When you search Ixquick, you are searching many popular search engines, such as Yahoo/AltaVista, Gigablast, Ask Jeeves/Teoma, Open Directory and many others, at the same time. This has 2 major advantages. Combined, these engines cover more of the Internet than any one search engine, and by combining this way the commercial manipulation of certain sites (so called “cloaking”) is filtered out of the search results. In June 2006 we started to delete our users' privacy data within 48 hrs. As of January 2009 we do not record IP addresses at all anymore thereby offering our users best possible Privacy. We have taken the privacy of our users to the highest level paying attention to many elements important to safeguarding your privacy. Details can be found [on our Privacy page or on Ixquick’s Privacy Policy](#). Since launching in 1998, Ixquick has continuously been recognized as one of the best metasearch engines in the world, most notably by renowned search engine guru Danny Sullivan of Jupiter Media’s Search Engine Watch.com.

### **History:**

#### **Q: What is Ixquick’s history?**

A: Ixquick was founded in 1998 by David Bodnick and was acquired by Surfboard Holding in the year 2000. Since then, Ixquick has shown solid growth, mainly through word-of-mouth referrals. Also contributing to our growth has been the winning of several awards, including:

- Best Metasearch 2000 Search Engine Watch Awards
- A “great meta search engine” 2002 (Search Engine Watch)
- Top Choice” for Metasearch 2004 (Search Engine Watch)
- Best Metasearch 2005 by Pandia.
- European Privacy Seal award by EuroPrise.

### **Product:**

#### **Q: What can be said about the new Ixquick?**

A: The new Ixquick is the result of a continued commitment to developing the most comprehensive and relevant results for users, and offering them Privacy. A mainstay and exclusive feature is Ixquick’s Star System, which awards a star for every search engine that ranks a result as one of the 10 best results for a given search. For example, a five star (★) result at Ixquick means that five search engines found the result Top 10 relevant. In addition, the Star System delivers more accurate and comprehensive results through the “Consensus” reached by the search engines it searches. Also, the new Ixquick provides users with an updated, simpler and cleaner user interface, not to mention enhanced features, such as an International Phone Directory, new languages and Video.



**Q: How is Ixquick different than other search engines?**

A: Ixquick is different in a few important ways. First, it's a metasearch engine, which we believe delivers a tremendous value proposition to Internet users. Because we are a metasearch engine, we are challenged with integrating all kinds of Search technologies and engines, and deciphering the best results fast. We feel we do this extremely well, most notably through our exclusive Star System, not to mention delivering features like the International Phone Directory. In addition we believe Ixquick is very different than our metasearch competitors, which deliver heavily sponsored results. Also, since we are a metasearch engine, we believe we have advantages over single search engines, as Ixquick overcomes irrelevant results that Search Engine Optimization companies trick search engine spiders into thinking are relevant – most notably through our exclusive Star System. Then, Ixquick has a strong Universal Advanced Search Syntax to facilitate power searching by information professionals: researchers, educators, historians, librarians, scholars, students and the world's scientific, literary and media community. Not an easy audience to please, but we've been successful with that audience and believe there is no better time than the present to share Ixquick's power with mainstream users. Lastly but most importantly is the Privacy Ixquick offers. With personal Privacy being under attack on the internet, In June 2006 Ixquick started to delete its users' privacy data within 48 hrs. As of January 2009 we do not record IP addresses at all anymore thereby offering our users full Privacy. Furthermore we abolished the use of Unique ID cookies. To date we still have the industry's leading Privacy Policy. Relevancy and Privacy is what Ixquick is all about!

**Competition:**

**Q: How does Ixquick expect to compete with the big search engines like Google, MSN and Yahoo!?**

A: We compete in 2 ways, by the quality and comprehensiveness of our results, and by the Privacy we offer.

We are an agile and growing company with leading edge technology.

**Q: What is Ixquick's market share?**

A: In 2004 we handled over 120 million searches. We have been a growing and profitable company ever since. Our focus is growth of search queries, where other search engines focus on commercialization and maximizing profit.

**Q: Who are Ixquick's competitors?**

A: InfoSpace has the lion's share of the metasearch market, but we believe that Ixquick's re-launch once again establishes us as the leader in metasearch, especially when it's about delivering the quality that users appreciate. Furthermore any major search company can be seen as competition.

**Team:****Q: Can you tell me more about your team and your owner?**

A: From the start, we decided that a small, flexible company combined with the spirit and knowledge of the initial founder David Bodnick was the key to becoming successful. It enables us to be flexible, creative and innovative. Currently, the team consists of Ixquick's creator and technologist David Bodnick, Robert Beens, managing director, and Alex van Eesteren as vice president marketing and sales. Robert and Alex are based in the Netherlands, while David develops Ixquick from New York with a technical team of 8 developers.

**Business:****Q: What do Ixquick's financials look like?**

A: Ixquick is a privately held company, so we do not report financials. We are a financially strong company and profitable for the last 5 years. It is Ixquick's profitability that enables us to invest heavily in software development and Privacy.

Q: How does Ixquick make money?

A: Contrary to search engines that strongly commercialize results, Ixquick has opted for a clean and simple user-interface with a minimum of advertisements. Some result pages show sponsored results, when relevant, which are clearly indicated at the top of the page and limited to three.

**Future:****Q: What are Ixquick's goals?**

A: Privacy is becoming more and more important in the world.

Our goals for 2009/2010 are to deliver the most Privacy and user friendly search experience and comprehensive search results. We believe Ixquick is a tremendous quality resource for Internet users. Now, more than ever, Ixquick is delivering on its mission of developing the best search resource for users while offering them full Privacy!