

Quarterly Metrics

		QTD March 31, 2019	QTD December 31, 2018	QTD September 30, 2018	QTD June 30, 2018	QTD March 31, 2018	QTD December 31, 2017	QTD September 30, 2017	QTD June 30, 2017	QTD March 31, 2017
Revenue (\$000s) (1)	Marketplaces (2)	\$ 23,487	\$ 24,690	\$ 23,965	\$ 23,773	\$ 23,893	\$ 25,283	\$ 22,862	\$ 22,842	\$ 22,033
	Digital Marketing	4,512	5,492	4,577	4,505	4,345	5,158	4,400	4,321	4,197
	Other (2)	3,575	4,607	3,782	4,382	3,207	3,664	2,835	2,841	2,099
	Total Revenue	\$ 31,574	\$ 34,789	\$ 32,324	\$ 32,660	\$ 31,445	\$ 34,105	\$ 30,097	\$ 30,004	\$ 28,329
	Total Revenue Y/Y Change	0.4 %	2.0 %	7.4 %	8.9 %	11.0 %	7.4 %	7.5%	10.7%	7.5 %
	Fixed Revenue	\$ 25,450	\$ 25,658	\$ 25,706	\$ 24,766	\$ 23,965	\$ 24,937	\$ 23,880	\$ 22,581	\$ 22,107
	Percent of Total Revenue	80.6 %	73.8 %	79.5 %	75.8 %	76.2 %	73.1 %	79.3%	75.3%	78.0 %
	Fixed Revenue Y/Y Change	6.2 %	2.9 %	7.6 %	9.7 %	8.4 %	10.6 %	6.9%	7.8%	9.2 %
	Variable Revenue	\$ 6,124	\$ 9,131	\$ 6,618	\$ 7,894	\$ 7,480	\$ 9,168	\$ 6,217	\$ 7,423	\$ 6,222
	Variable Revenue Y/Y Change	(18.1)%	(0.4)%	6.5 %	6.3 %	20.2 %	(0.4)%	9.8%	20.7%	2.0 %
Operating Metrics	ARPC (TTM basis) (3)	\$ 46,530	\$ 46,286	\$ 46,073	\$ 45,029	\$ 43,920	\$ 42,693	\$ 41,748	\$ 41,029	\$ 40,051
	ARPC Y/Y Change	5.9 %	8.4 %	10.4 %	9.7 %	9.7 %	8.5 %	8.7%	10.9%	12.0 %
	Total Customers (4)	2,774	2,833	2,815	2,829	2,855	2,840	2,902	2,906	2,904
	Total Customers Y/Y Change	(2.8)%	(0.2)%	(3.0)%	(2.6)%	(1.7)%	(1.2)%	0.8%	1.0%	0.8 %
Financial Metrics (\$000s, except shares, EPS or as noted) (5)	Non-GAAP Gross Profit	\$ 24,430	\$ 27,526	\$ 25,016	\$ 25,777	\$ 24,309	\$ 27,239	\$ 23,086	\$ 23,099	\$ 20,960
	Non-GAAP Gross Margin	77.4 %	79.1 %	77.4 %	78.9 %	77.3 %	79.9 %	76.7%	77.0%	74.0 %
	Non-GAAP Operating Income (Loss)	\$ 1,098	\$ 3,782	\$ 733	\$ (418)	\$ (418)	\$ 2,379	\$ (1,281)	\$ (600)	\$ (2,590)
	Non-GAAP Net Income (Loss)	\$ 1,069	\$ 3,769	\$ 687	\$ (448)	\$ (424)	\$ 2,354	\$ (1,215)	\$ (617)	\$ (2,593)
	GAAP Diluted Weighted Average Common Shares Outstanding	28,955,285	28,731,489	28,867,276	27,180,435	26,739,331	28,023,912	26,439,830	26,380,031	26,056,881
	Non-GAAP Diluted EPS	\$ 0.04	\$ 0.13	\$ 0.02	\$ (0.02)	\$ (0.02)	\$ 0.08	\$ (0.05)	\$ (0.02)	\$ (0.10)
	Adjusted EBITDA (6)	\$ 2,624	\$ 5,374	\$ 2,305	\$ 1,060	\$ 1,043	\$ 3,893	\$ 360	\$ 1,116	\$ (800)
	Adjusted EBITDA as a Percentage of Revenue	8.3 %	15.4 %	7.1 %	3.2 %	3.3 %	11.4 %	1.2%	3.7%	(2.8)%
Cash and Cash Equivalents at Period End (\$M)	\$ 48.4	\$ 47.2	\$ 48.9	\$ 50.9	\$ 54.7	\$ 53.4	\$ 54.2	\$ 57.9	\$ 63.4	

- (1) All revenue numbers are presented on a GAAP basis.
- (2) Certain prior period amounts have been reclassified to conform to the current period presentation. These reclassifications had no impact on reported total revenue and/or reported loss from operations or net loss for the periods.
- (3) Average revenue per customer (ARPC) is revenue for a particular period divided by the average monthly number of customers during the period, which is calculated by taking the sum of the number of customers at the end of each month in the period and dividing by the number of months in the period. For each quarter period, it is calculated on a trailing twelve-month basis.
- (4) Total customers for the period represents all customers who subscribe to at least one of the company's solutions.
- (5) Financial Metrics, except for weighted average common shares outstanding and cash and cash equivalents, are provided on a Non-GAAP basis. Non-GAAP measures exclude certain non-cash items such as stock-based compensation expense and other one-time items. For reconciliations of Non-GAAP to GAAP, see the subsequent pages of this document.
- (6) Adjusted EBITDA is defined as net loss plus or minus: income tax expense, interest (income) expense, net, depreciation and amortization, and stock-based compensation. For some periods, non-recurring costs, such as: severance and related costs; or a one-time charge for VDAs and settlement of an audit related to sales taxes have also been excluded.

GAAP Statement of Operations - Quarterly

	QTD	QTD	QTD	QTD	QTD	QTD	QTD	QTD	QTD
<i>(unaudited)</i> <i>(in thousands, except share and per share amounts)</i>	March 31, 2019	December 31, 2018	September 30, 2018	June 30, 2018	March 31, 2018	December 31, 2017	September 30, 2017	June 30, 2017	March 31, 2017
Revenue	\$ 31,574	\$ 34,789	\$ 32,324	\$ 32,660	\$ 31,445	\$ 34,105	\$ 30,097	\$ 30,004	\$ 28,329
Cost of revenue (2)	7,529	7,567	7,606	6,975	7,353	6,953	7,309	7,144	7,696
Gross profit	24,045	27,222	24,718	25,685	24,092	27,152	22,788	22,860	20,633
Operating expenses:									
Sales and marketing (2)	14,313	14,295	14,921	15,974	14,890	15,350	14,805	15,003	15,185
Research and development	5,333	5,370	5,350	5,737	5,902	5,990	5,760	5,147	4,971
General and administrative	6,699	6,937	6,688	6,708	6,451	6,248	6,344	6,678	8,530
Total operating expenses	26,345	26,602	26,959	28,419	27,243	27,588	26,909	26,828	28,686
(Loss) income from operations	(2,300)	620	(2,241)	(2,734)	(3,151)	(436)	(4,121)	(3,968)	(8,053)
Other income (expense):									
Interest income (expense), net	183	159	120	106	125	73	67	54	28
Other income (expense), net	(20)	7	22	(1)	(19)	(23)	36	13	57
Total other income (expense)	163	166	142	105	106	50	103	67	85
(Loss) income before income taxes	(2,137)	786	(2,099)	(2,629)	(3,045)	(386)	(4,018)	(3,901)	(7,968)
Income tax expense	192	179	188	135	112	75	37	84	88
Net (loss) income	\$ (2,329)	\$ 607	\$ (2,287)	\$ (2,764)	\$ (3,157)	\$ (461)	\$ (4,055)	\$ (3,985)	\$ (8,056)
Net (loss) income per share:									
Basic	\$ (0.08)	\$ 0.02	\$ (0.08)	\$ (0.10)	\$ (0.12)	\$ (0.02)	\$ (0.15)	\$ (0.15)	\$ (0.31)
Diluted	\$ (0.08)	\$ 0.02	\$ (0.08)	\$ (0.10)	\$ (0.12)	\$ (0.02)	\$ (0.15)	\$ (0.15)	\$ (0.31)
Weighted average common shares outstanding:									
Basic	27,493,049	27,330,983	27,294,134	27,180,435	26,739,331	26,583,657	26,439,830	26,380,031	26,056,881
Diluted	27,493,049	28,731,489	27,294,134	27,180,435	26,739,331	26,583,657	26,439,830	26,380,031	26,056,881
Stock-based compensation by expense category is as follows:									
Cost of revenue (2)	\$ 385	\$ 304	\$ 298	\$ 92	\$ 217	\$ 87	\$ 298	\$ 239	\$ 327
Sales and marketing (2)	1,036	661	1,003	728	752	978	931	1,172	746
Research and development	730	567	581	355	649	601	588	503	568
General and administrative	1,247	1,043	1,092	1,141	1,115	1,149	1,023	1,454	1,283
Total stock-based compensation	\$ 3,398	\$ 2,575	\$ 2,974	\$ 2,316	\$ 2,733	\$ 2,815	\$ 2,840	\$ 3,368	\$ 2,924
Depreciation and amortization by expense category is as follows:									
Cost of revenue (2)	\$ 923	\$ 939	\$ 919	\$ 875	\$ 877	\$ 920	\$ 949	\$ 1,066	\$ 1,084
Sales and marketing (2)	206	226	224	214	220	227	267	256	248
Research and development	90	91	92	90	98	100	102	111	111
General and administrative	327	329	315	300	285	290	287	270	290
Total depreciation and amortization	\$ 1,546	\$ 1,585	\$ 1,550	\$ 1,479	\$ 1,480	\$ 1,537	\$ 1,605	\$ 1,703	\$ 1,733

Non-GAAP Statement of Operations - Quarterly (see Non-GAAP reconciliation on following page)

	QTD	QTD	QTD	QTD	QTD	QTD	QTD	QTD	QTD
	March 31, 2019	December 31, 2018	September 30, 2018	June 30, 2018	March 31, 2018	December 31, 2017	September 30, 2017	June 30, 2017	March 31, 2017
<i>(unaudited)</i> <i>(in thousands)</i>									
Revenue	\$ 31,574	\$ 34,789	\$ 32,324	\$ 32,660	\$ 31,445	\$ 34,105	\$ 30,097	\$ 30,004	\$ 28,329
Cost of revenue (2)	7,144	7,263	7,308	6,883	7,136	6,866	7,011	6,905	7,369
Gross profit	24,430	27,526	25,016	25,777	24,309	27,239	23,086	23,099	20,960
Operating expenses:									
Sales and marketing (2)	13,277	13,634	13,918	15,246	14,138	14,372	13,874	13,831	14,439
Research and development	4,603	4,803	4,769	5,382	5,253	5,389	5,172	4,644	4,403
General and administrative	5,452	5,307	5,596	5,567	5,336	5,099	5,321	5,224	4,708
Total operating expenses	23,332	23,744	24,283	26,195	24,727	24,860	24,367	23,699	23,550
Income (loss) from operations	1,098	3,782	733	(418)	(418)	2,379	(1,281)	(600)	(2,590)
Other income (expense):									
Interest income (expense), net	183	159	120	106	125	73	67	54	28
Other income (expense), net	(20)	7	22	(1)	(19)	(23)	36	13	57
Total other income (expense)	163	166	142	105	106	50	103	67	85
Income (loss) before income taxes	1,261	3,948	875	(313)	(312)	2,429	(1,178)	(533)	(2,505)
Income tax expense	192	179	188	135	112	75	37	84	88
Net income (loss)	\$ 1,069	\$ 3,769	\$ 687	\$ (448)	\$ (424)	\$ 2,354	\$ (1,215)	\$ (617)	\$ (2,593)

GAAP to Non-GAAP Reconciliation - Quarterly

	QTD	QTD	QTD	QTD	QTD	QTD	QTD	QTD	QTD
<i>(unaudited)</i> <i>(in thousands)</i>	March 31, 2019	December 31, 2018	September 30, 2018	June 30, 2018	March 31, 2018	December 31, 2017	September 30, 2017	June 30, 2017	March 31, 2017
GAAP Gross profit as reported	\$ 24,045	\$ 27,222	\$ 24,718	\$ 25,685	\$ 24,092	\$ 27,152	\$ 22,788	\$ 22,860	\$ 20,633
Add: Stock-based compensation - Cost of revenue (2)	385	304	298	92	217	87	298	239	327
Non-GAAP Gross profit	\$ 24,430	\$ 27,526	\$ 25,016	\$ 25,777	\$ 24,309	\$ 27,239	\$ 23,086	\$ 23,099	\$ 20,960
GAAP (Loss) income from operations as reported	\$ (2,300)	\$ 620	\$ (2,241)	\$ (2,734)	\$ (3,151)	\$ (436)	\$ (4,121)	\$ (3,968)	\$ (8,053)
Add: Stock-based compensation - Cost of revenue (2)	385	304	298	92	217	87	298	239	327
Add: Stock-based compensation - S&M (2)	1,036	661	1,003	728	752	978	931	1,172	746
Add: Stock-based compensation - R&D	730	567	581	355	649	601	588	503	568
Add: Stock-based compensation - G&A	1,247	1,043	1,092	1,141	1,115	1,149	1,023	1,454	1,283
Add: Non-recurring severance and related costs	—	587	—	—	—	—	—	—	—
Add: One-time charge for VDAs related to sales taxes	—	—	—	—	—	—	—	—	2,539
Non-GAAP Income (loss) from operations	\$ 1,098	\$ 3,782	\$ 733	\$ (418)	\$ (418)	\$ 2,379	\$ (1,281)	\$ (600)	\$ (2,590)
GAAP Net (loss) income as reported	\$ (2,329)	\$ 607	\$ (2,287)	\$ (2,764)	\$ (3,157)	\$ (461)	\$ (4,055)	\$ (3,985)	\$ (8,056)
Add: Stock-based compensation - Cost of revenue (2)	385	304	298	92	217	87	298	239	327
Add: Stock-based compensation - S&M (2)	1,036	661	1,003	728	752	978	931	1,172	746
Add: Stock-based compensation - R&D	730	567	581	355	649	601	588	503	568
Add: Stock-based compensation - G&A	1,247	1,043	1,092	1,141	1,115	1,149	1,023	1,454	1,283
Add: Non-recurring severance and related costs	—	587	—	—	—	—	—	—	—
Add: One-time charge for VDAs related to sales taxes	—	—	—	—	—	—	—	—	2,539
Non-GAAP Net income (loss)	\$ 1,069	\$ 3,769	\$ 687	\$ (448)	\$ (424)	\$ 2,354	\$ (1,215)	\$ (617)	\$ (2,593)