

## Social Media Analytics

### INDUSTRY SUMMARY

COGENT VALUATION identified **Social Media Analytics** publicly traded companies, IPOs, and recent M&A transactions within the Social Media Analytics industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Over the last year since December 31, 2016, the median 52-week share price return of the Social Media Analytics industry was 2.8%. Between December 31, 2015 and December 31, 2017, the median EV/EBITDA multiple increased from 14.9 to 19.3. Furthermore, the median price-to-earnings multiple increased from 13.2 to 16.2 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were 0.5% and 7.3%, respectively.

### Public Company Key Statistics

Median 52-Week  
Return

2.8%

Median 3-Year CAGR  
Return

-0.6%

Median EV/Revenue  
Multiple

2x

Median EV/EBITDA  
Multiple

19.3x

Median Price/Earnings  
Multiple

16.2x

Median EV/Gross CF  
Multiple

30.7x

## Comparable Public Company Market Price Returns as of December 31, 2017

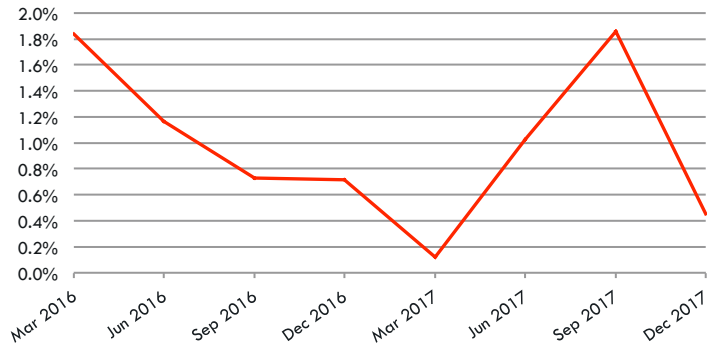
	YTD	3 Month	1 Year	2 Year	3 Year	2016	2015	2014
<b>Acxiom Corporation</b>	2.8%	21.1%	18.1%	21.6%	6.2%	30.1%	3.2%	-45.2%
<b>comScore, Inc.</b>	-9.8%	-9.3%	9.9%	-29.8%	-9.6%	-14.0%	-11.4%	62.3%
<b>Interpose Holdings Limited</b>	-10.0%	-3.0%	-27.6%	-49.1%	-47.9%	20.3%	-72.2%	-66.0%
<b>Inter Industries Ltd.</b>	-23.2%	11.0%	7.4%	1.3%	2.9%	-0.8%	13.2%	10.3%
<b>Marchex, Inc.</b>	21.9%	14.7%	-6.3%	-22.4%	-37.2%	63.0%	-15.3%	-46.9%
<b>Salesforce.com, inc.</b>	49.3%	2.2%	9.1%	11.5%	14.2%	-3.6%	32.2%	7.5%
<b>TeleTech Holdings, Inc.</b>	32.0%	10.5%	50.4%	22.7%	12.1%	29.0%	17.9%	-1.1%
<b>Median of Industry Public Companies</b>	2.8%	1.6%	9.5%	-3.5%	-3.3%	-18.1%	-4.1%	0.2%

Multiple year periods are calculated as the average annual return.

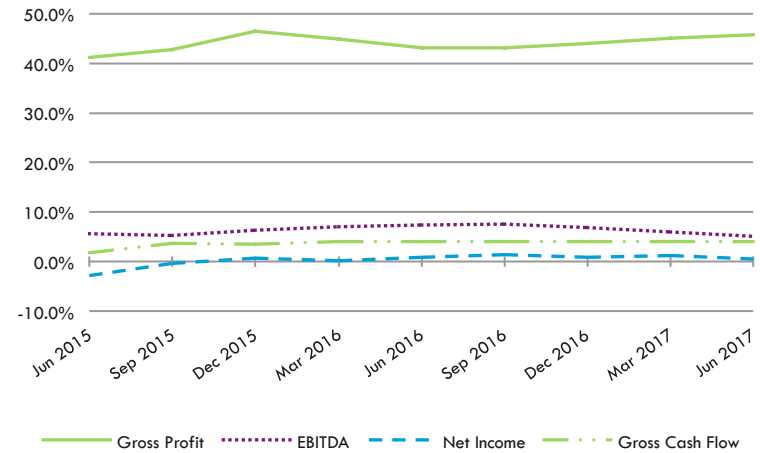
■ Highest Return
 ■ Lowest Return
 ■ Median Return

# Industry Revenue Growth and Profit Margins for the Past Two Years

**Median Quarterly Revenue Growth of All Social Media Analytics Companies**



**Median Gross Profit, EBITDA, Net Income, and Gross Cash Flow Margins**



## Public Company Median Multiples by Quarter

	12/31/17	9/30/17	6/30/17	9/30/16	6/30/16	3/31/16	12/31/15	9/30/15
<b>EV/Revenues Multiple</b>	1.8x	1.6x	1.8x	2.3x	1.6x	1.1x	1.5x	1.6x
<b>EV/EBITDA Multiple</b>	13.2x	12.5x	12.1x	17.0x	15.1x	9.9x	8.2x	8.6x
<b>Price/Earnings Multiple</b>	41.6x	38.3x	28.2x	20.3x	12.0x	12.1x	10.5x	18.8x
<b>EV/Gross Cash Flows Multiple</b>	27.3x	25.0x	20.5x	36.3x	12.4x	12.2x	11.0x	10.0x

■ Highest Multiple

■ Lowest Multiple

■ Median Multiple

## Industry Initial Public Offerings—Industry: Social Media Analytics (dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
4/26/12	<b>Acquity Group Limited</b>	\$6.00	5.6	\$33.3	\$82.9	\$0.0	\$119.4	\$119.4	\$11.0	\$20.3
2/23/12	<b>Bazaarvoice, Inc.</b>	\$12.00	9.5	\$113.8	\$46.8	\$0.0	\$94.0	\$94.0	(\$22.6)	(\$17.5)
5/19/10	<b>ReachLocal, Inc.</b>	\$13.00	4.2	\$54.2	\$101.5	\$0.0	\$224.0	\$224.0	\$10.0	(\$1.5)
6/26/07	<b>comScore, Inc.</b>	\$16.50	5.3	\$87.5	\$45.5	\$3.3	\$70.0	\$70.0	\$7.1	\$14.4
11/10/05	<b>IHS Markit Ltd.</b>	\$16.00	14.5	\$232.2	\$743.0	\$0.3	N/A	N/A	N/A	N/A
6/22/04	<b>Salesforce.com, inc.</b>	\$11.00	10.0	\$110.0	\$93.0	\$0.0	\$111.9	\$111.9	\$3.6	\$2.8
<b>Median of all IPOs</b>		<b>nm</b>	<b>5.6</b>	<b>\$98.7</b>	<b>\$87.9</b>	<b>\$0.0</b>	<b>\$111.9</b>	<b>\$111.9</b>	<b>\$7.1</b>	<b>\$2.8</b>

Multiple year periods are calculated as the average annual return.

■ Highest Return    
 ■ Lowest Return    
 ■ Median Return

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/ Revenues
9/30/16	Eastwick Communications Inc.	Hotwire Public Relations	\$5.0	100%	N/A	N/A
9/27/16	Besedo Global Services AB	ioSquare SAS	\$5.6	100%	N/A	N/A
9/26/16	Sizmek Inc.	Vector Capital	\$113.6	100%	\$185.2	0.4x
7/29/16	Aimia Inc.	Sigma Group	\$11.8	100%	N/A	N/A
6/15/16	Metriplica SL	Beabloo S.L.	\$2.2	100%	\$3.6	0.6x
3/31/16	TigerLogic Corporation	Sprinklr Inc.	\$2.4	100%	N/A	N/A
3/11/16	Publitek Limited	Next Fifteen Communications	\$8.9	100%	\$8.5	1.1x
2/25/16	Marketwire, L.P.	Nasdaq, Inc.	\$108.3	100%	N/A	N/A
1/29/16	Rentrak Corporation	comScore, Inc.	\$850.2	100%	\$108.1	7.1x
11/3/15	Socialware, Inc.	Proofpoint, Inc.	\$9.0	100%	N/A	N/A
9/30/15	IMS Internet Media Services	Sony Pictures Television	\$100.0	51%	N/A	N/A
7/2/15	Taj Media, LLC	Sober Media Group, LLC	\$5.5	100%	N/A	N/A

■ USA
 ■ International
 ■ Highest
 ■ Lowest
 ■ Median

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## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

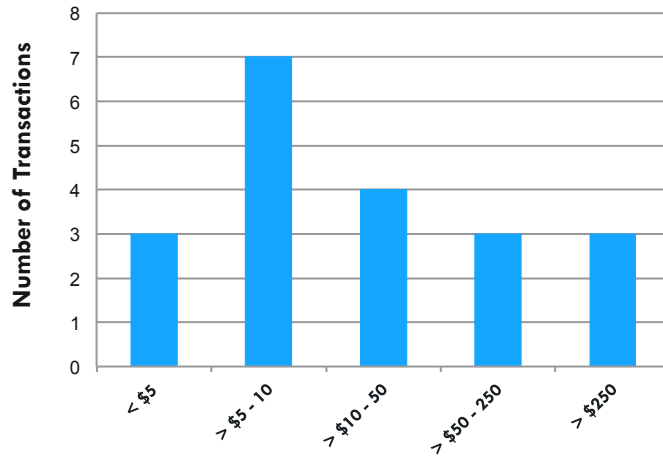
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Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/ Revenues
6/24/15	Market Motive Incorporated	Simplilearn Solutions	\$10.0	100%	N/A	N/A
3/20/15	SwellPath, Inc.	6D Global Technologies	\$5.6	100%	\$1.8	3.0x
3/13/15	glispa GmbH	Market Tech Holdings	\$26.5	75%	\$79.4	0.4x
12/10/14	Conversant, Inc.	Alliance Data Systems	\$2,448.9	100%	\$593.8	4.0x
9/12/14	Mobilethink A/S	Spirent Communications	\$20.0	100%	\$8.2	2.4x
5/30/14	Vocus Inc.	GTCR, LLC	\$486.3	100%	\$186.3	2.4x
3/30/14	Cision AB	Meltwater Drive Sverige	\$7.1	5%	\$127.0	1.4x
2/28/14	Matrix-Data Ltd.	Market Metrics, LLC	\$13.3	40%	N/A	N/A
Median of the 20 M&A Transaction Targets			\$10.0	100%	\$93.8	1.9x

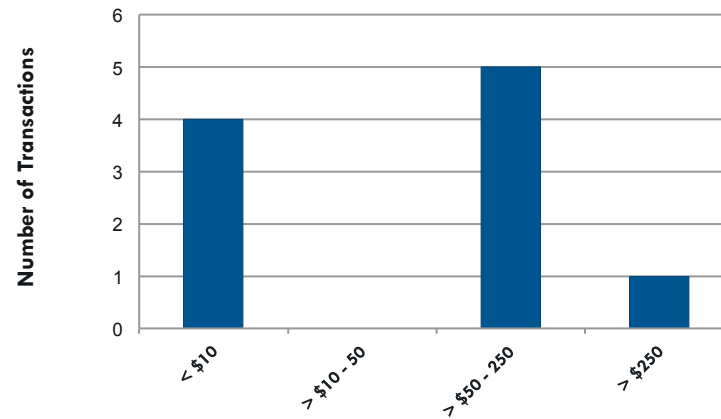
USA
  International
  Highest
  Lowest
  Median

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions) as of December 31, 2017

Size of M&A Transactions



LTM Revenues Reported





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**Definitions of Financial Terms Used in this Quarterly Industry Update:** Enterprise Value (EV): Market Value of Equity + Market Value of Debt  
—Cash Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA): Profitability metric sometimes also referred to as operating profit or operating earnings.

**Gross Cash Flows:** Net Income + Depreciation and Amortization Expense Latest Twelve Months (LTM): Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

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