

# Q4: Quarterly Industry Update

AS OF December 31, 2020



## 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, 2019, the median 52-week share price return of the Social Media Analytics industry was -36.6%. Between December 31, 2019 and December 31, 2020, the median EV/EBITDA multiple increased from 9.8 to 13.6. The median revenue growth and EBITDA margins for the industry for the quarter were -0.2% and 0.0%, respectively.

### Public Company Key Statistics

Median 52-Week  
Return

**-36.6%**

Median 3-Year CAGR  
Return

**-11.6%**

Median EV/Revenue  
Multiple

**.9x**

Median EV/EBITDA  
Multiple

**13.6x**

Median Price/Earnings  
Multiple

**nm**

Median EV/Gross CF  
Multiple

**44.1x**

## Comparable Public Company Market Price Returns as of December 31, 2020

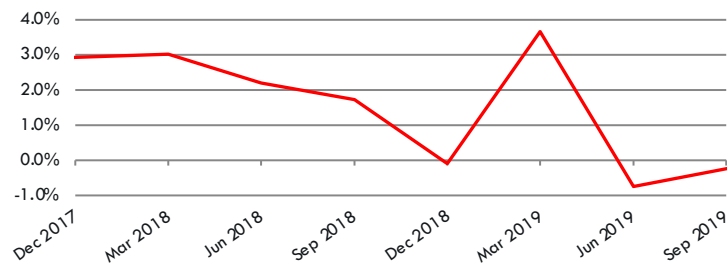
	2020	3 Month	1 Year	2 Year	3 Year	2019	2018	2017
comScore, Inc.	-15.5%	-15.5%	9.9%	-29.8%	2.8%	-23.3%	-11.4%	62.3%
Jervois Mining Limited	6.3%	6.3%	-27.6%	-49.1%	-9.8%	-40.4%	-72.2%	-66.0%
Inter Industries Ltd.	-4.8%	-4.8%	7.4%	1.3%	-10.0%	13.1%	13.2%	10.3%
Marchex, Inc.	-15.5%	-15.5%	-6.3%	-22.4%	-23.2%	-31.9%	-15.3%	-46.9%
salesforce.com, inc.	13.8%	13.8%	9.1%	11.5%	21.9%	-12.7%	32.2%	7.5%
TTEC Holdings, Inc.	-23.7%	-23.7%	50.4%	22.7%	49.3%	9.3%	17.9%	-1.1%
Median of Industry Public Companies	-15.5%	-15.5%	9.5%	-3.5%	2.8%	-12.7%	-4.1%	0.2%

Multiple year periods are calculated as the average annual return.

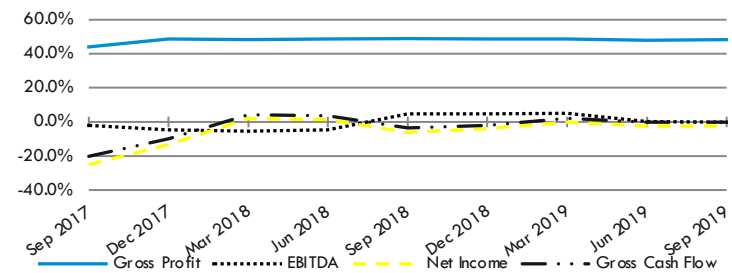
■ Highest Return
 ■ Lowest Return
 ■ Median Return

## 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

	12/31/20	9/30/20	6/30/20	3/31/19	12/31/19	9/30/19	6/30/19	3/31/19
<b>EV/Revenues Multiple</b>	1.9x	1.5x	2.0x	1.9x	2.0x	2.6x	2.5x	2.3x
<b>EV/EBITDA Multiple</b>	14.9x	19.5x	27.2x	12.1x	16.3x	13.3x	11.9x	10.5x
<b>EV/Gross Cash Flows Multiple</b>	25.4x	29.1	42.2x	30.1x	32.9x	24.1x	26.7x	21.9x

■ Highest Multiple
 ■ Lowest Multiple
 ■ Median Multiple

## Industry Initial Public Offerings—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
12/16/20	<b>Acquity Group Limited</b>	\$6.00	5.6	\$33.3	\$82.9	\$0.0	\$119.4	\$119.4	\$11.0	\$20.3
11/23/20	<b>Bazaarvoice, Inc.</b>	\$12.00	9.5	\$113.8	\$46.8	\$0.0	\$94.0	\$94.0	(\$22.6)	(\$17.5)
1/19/20	<b>ReachLocal, Inc.</b>	\$13.00	4.2	\$54.2	\$101.5	\$0.0	\$224.0	\$224.0	\$10.0	(\$1.5)
6/26/19	<b>comScore, Inc.</b>	\$16.50	5.3	\$87.5	\$45.5	\$3.3	\$70.0	\$70.0	\$7.1	\$14.4
11/10/18	<b>IHS Markit Ltd.</b>	\$16.00	14.5	\$232.2	\$743.0	\$0.3	N/A	N/A	N/A	N/A
6/22/17	<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>

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/Revenues
12/2/20	Jetlore, Inc.	PayPal Holdings, Inc.	\$16.0	100%	N/A	N/A
11/30/20	Eastwick Communications Inc.	Hotwire Public Relations	\$5.0	100%	N/A	N/A
12/27/19	Besedo Global Services AB	ioSquare SAS	\$5.6	100%	N/A	0.4x
9/26/18	Sizmek Inc.	Vector Capital	\$113.6	100%	\$185.2	N/A
7/29/16	Aimia Inc.	Sigma Group	\$11.8	100%	N/A	0.6x
6/15/16	Metriplica SL	Beabloo SL	\$2.2	100%	\$3.6	N/A
3/11/16	Publitek Limited	Next Fifteen Communications	\$2.4	100%	N/A	1.1x
2/25/16	Marketwire, L.P.	Nasdaq, Inc.	\$8.9	100%	N/A	N/A
1/29/16	Rentrak Corporation	comScore, Inc.	\$108.3	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

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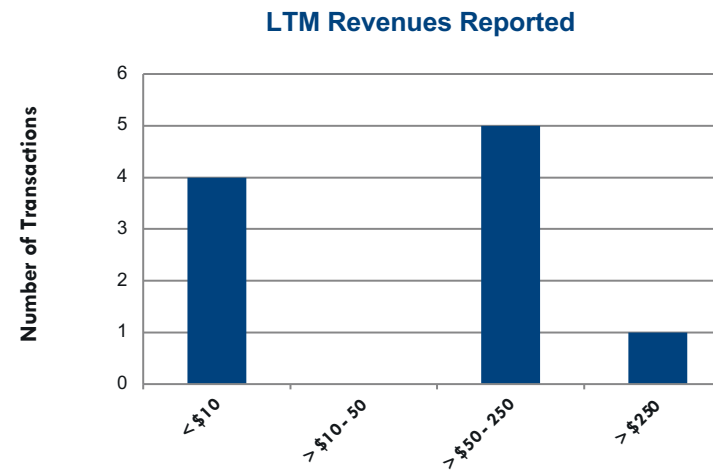
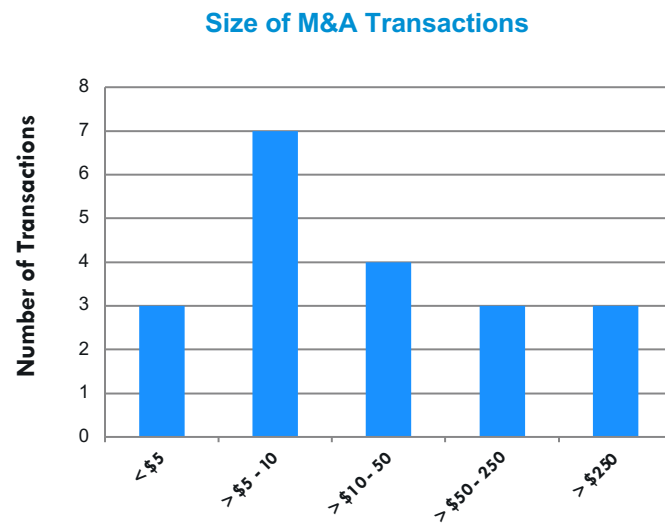
## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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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

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions) as of December 31, 2020





**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):** 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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