



SEMRUSH ANALYST DAY 20 24

New York

10.01.2024

Agenda



→ History & Vision

Oleg Shchegolev — CEO

→ Product Strategy

Eugene Levin — President

→ Enterprise SEO Solution

Andrew Warden — CMO

Break

→ Go To Market Strategy

Andrew Warden & Tommie O'Brien
— CMO & CSO

→ Financial Strategy

Brian Mulroy — CFO

→ Q&A

Safe Harbor



This presentation will contain forward-looking statements which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, but are not limited to, statements concerning our expected future business and financial performance and financial condition, expected growth, adoption and existing and future demand for our existing and any new products and features, our expected growth of our customer base and specific customer segments, the continued development of our products, the expansion of certain of our tools, industry and market trends, our competitive position, market opportunities, sales and marketing activities, acquisition activity, integration and results of recent acquisitions, future spending and incremental investments, our guidance for the third quarter of 2024 and the full year 2024, and statements about future pricing and operating results, including margin improvements, revenue growth and profitability, and assumptions regarding foreign exchange rates. Forward looking statements are statements other than statements of fact and can be identified by words such as expect, can, anticipate, could, plan, believe, seek or will. These statements reflect our views as of today only, and should not be relied upon as representing our views at any subsequent date and we do not undertake any duty to update these statements.

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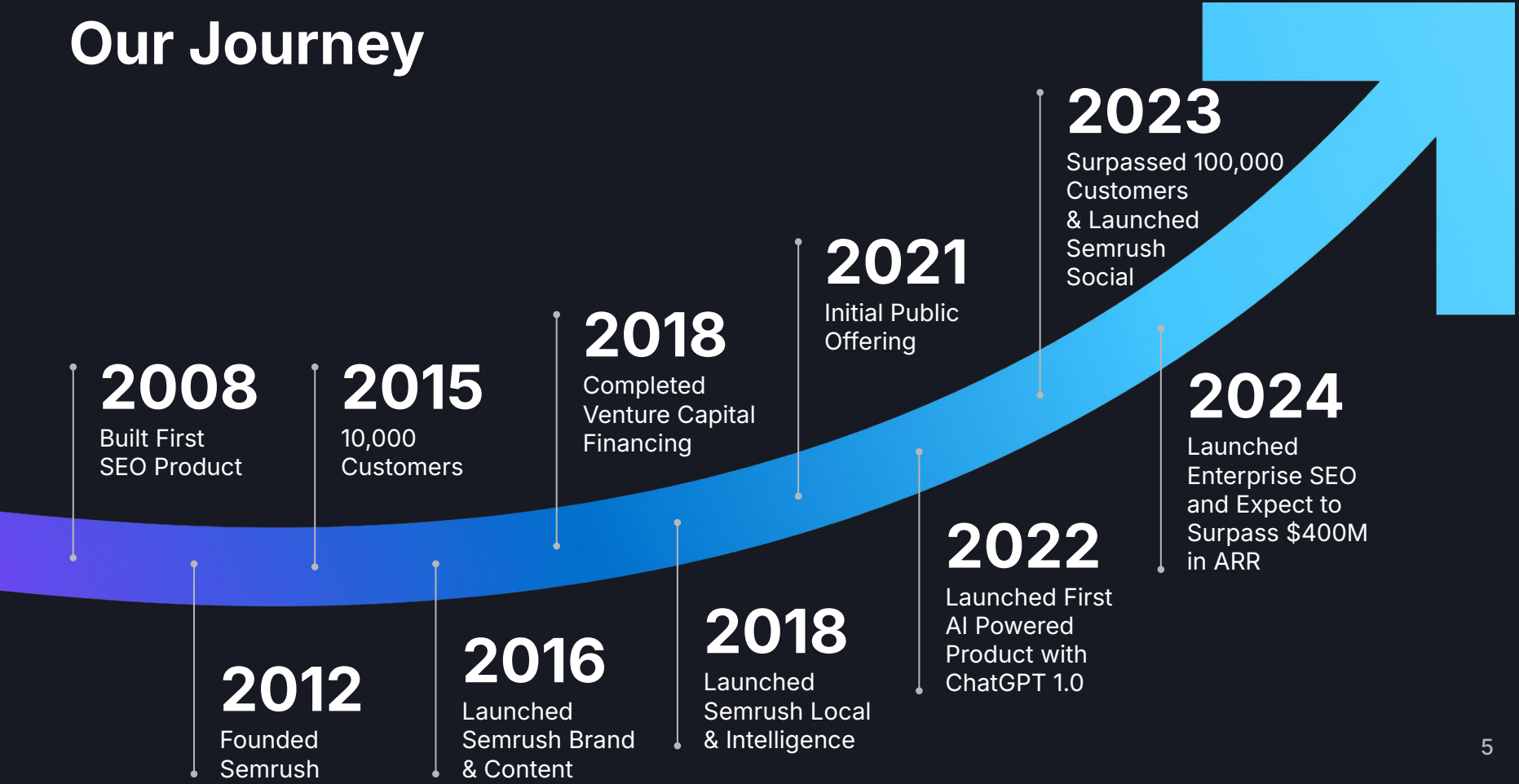


HISTORY

Oleg
Shchegolev
CEO

& VISION

Our Journey



2008

Built First SEO Product

2015

10,000 Customers

2018

Completed Venture Capital Financing

2021

Initial Public Offering

2023

Surpassed 100,000 Customers & Launched Semrush Social

2024

Launched Enterprise SEO and Expect to Surpass \$400M in ARR

2012

Founded Semrush

2016

Launched Semrush Brand & Content

2018

Launched Semrush Local & Intelligence

2022

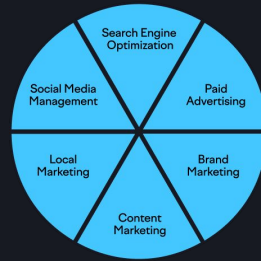
Launched First AI Powered Product with ChatGPT 1.0

Our Journey

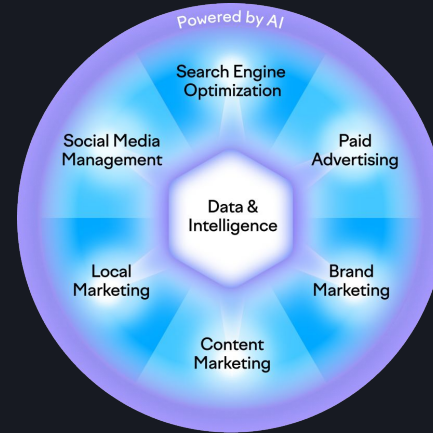
From a Product to a Toolkit to a Suite to a Platform
to now a Fully-Integrated Enterprise Ready Platform



2008
Started with a Single SEO Product



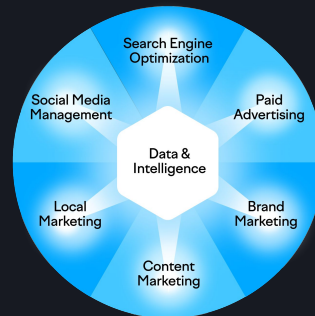
2015
Became a **Suite** of Online Visibility Tools



2024+
Becoming an **Enterprise-Ready** AI-Powered Digital Marketing **Platform**



2012
Expanded into a Search Engine Marketing **Toolkit**



2020
Evolved into a Digital Marketing **Platform**



Pillars of Semrush Success



**Strong
Foundation
& Track
Record of
Success**

01

**Solving
Increasingly
Complex &
Critical
Problems**

02

**Extensive
Opportunity with
Multiple Growth
Drivers**

03

Strong Foundation & Track Record of Success

01



- Diverse & Loyal Customer Base
- Strong Financial Performance
- Innovative Talent & Culture
- Large Addressable Market
- Sustainable Competitive Moat

Our Diverse & Loyal Customer Base



All

Industries, Market Segments
and Marketing Disciplines



150+

Countries

~8,000

Enterprise Customers

116,000+

Customers

*All metrics as of 6/30/24. Enterprise Customers are companies with 500+ employees.

Nearly 40% of the Fortune 500 Trust Us



amazon

J.P.Morgan



Carrefour



Schneider Electric

vodafone

P&G

Gartner

LG

FedEx

TESLA

TEMU

DOORDASH



zalando

Alibaba.com

SAMSUNG

Square

HSBC



Our Strong Financial Performance

36%

ARR CAGR Q2'24 vs. Q2'18

>\$400M

Estimated FY24 Ending
Annual Recurring Revenue

Double Digit

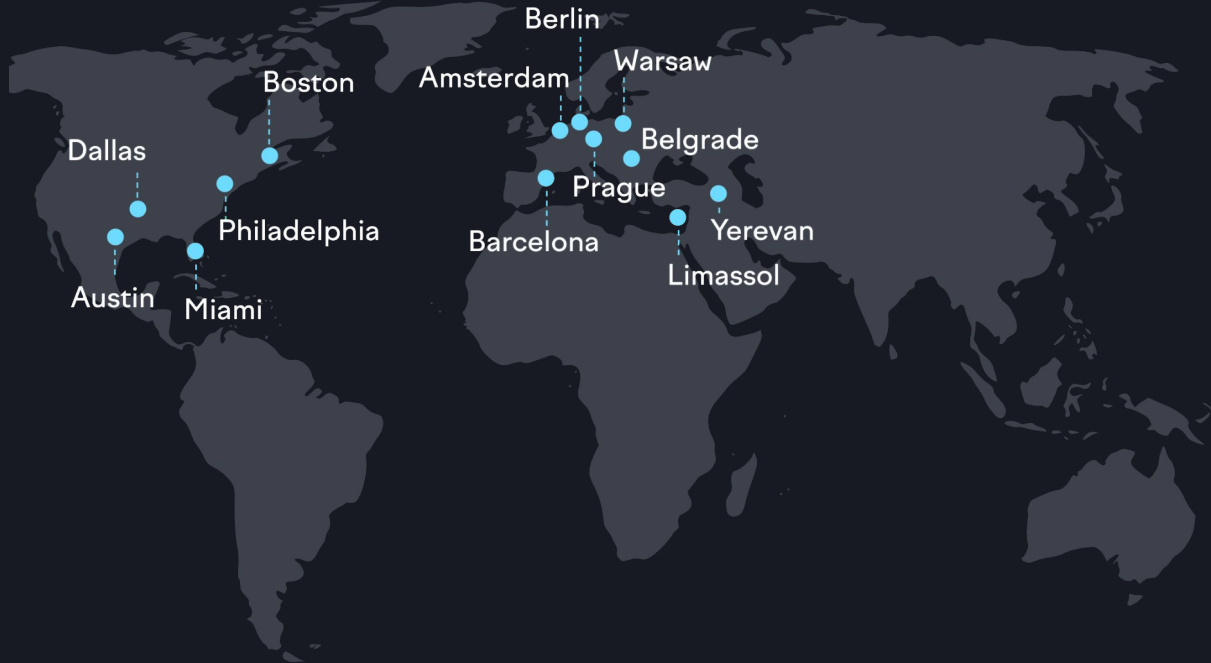
Non-GAAP Operating Margin

~\$230M

Cash, Cash Equivalents and
Short-Term Investments



Our World Class Talent & Culture



13

Offices All Over
the World

~1600

Employees &
Contractors



**Great
Place
To
Work®**

**2023 & 2024
Award
Winning**



- **Ownership**
- **Innovation**
- **Creativity**
- **Data-Driven**
- **Efficiency**

Our Large Market Opportunity



\$13B
At IPO

- + Evolved from Suite to Platform
- + Enterprise GTM Investment
- + Enhanced Sophistication
- + Enterprise SEO Launch
- + Portfolio Investment
- + Pricing Leverage
- + Market Growth

\$40B
Today

Our Strong Competitive Moat



**Extensive
Data Set
that Enables
Proprietary
Insights**

**Network
Effect to
Enhance
AI-Powered
Intelligence**

**High Gross
Margin
Structural
Advantage**

**Leading
Brand
Loyalty**

**Integrated
Platform**

**Global
Scale**

1

2

3

4

5

6

How We Solve Increasingly Complex & Critical Problems

02



- AI Powered
- Comprehensive
- Multi-Product Platform
- Proven Return on Investment

Our Success Linked to Our Customer's Success

01 Create **Brand Awareness** Online

02 Be **Present** in Conversations

03 Maintain Favorable **Reputation & Perception**

04 Create **Relevant** Content that Resonates





**Attention
is Limited**

**Content &
Martech
Tools are
Exploding**

**Budgets
are Limited**

Semrush Marketing Platform



... don't just take our word for it



4.7 out of 5

22
International
Awards



"...the all in one tool you need"

"THE Best in the Business!!!"

"The best feature of Semrush might be its ability to offer multiple tools in one place!"



4.6 out of 5



"...covers all aspects of Digital Marketing at a competitive price"

"If you're using anything else, you're missing out"



4.5 out of 5



"A Must-Have Tool for Social Media Success"

"Great platform"

Source: g2.com/products/semrush



Extensive Opportunity with Multiple Growth Drivers

03



- Increase Paying Customers
- Expand Average ARR
- Enterprise SEO Solution
- Enhance Portfolio

Core Strategies for Growth



01

Increase Paying Customers Across All Segments

02

Expand Average ARR per Customer with Semrush Marketing Platform

03

Extend SEO Reach with new Enterprise Product

04

Enhance Product Portfolio with more Enterprise Capabilities

Eugene
Levin
President



PRODUCT STRATEGY

Pillars of Product Success



**Understanding
the Increasingly
Complex &
Critical
Problems**

01

**Delivering
Market Leading
Technology &
Data**

02

Leading with AI

03

Increasingly Complex & Critical Problems



Overwhelming Digital Noise



**Information barrier
gets bigger every day:**
average consumer
already spends
6.5 hours a day online
and is overwhelmed
with information



+720K

hours of video uploaded
to Youtube

+8.5B

Google
searches

+1B

Facebook stories
across all apps

+50B

Meta and
Google impressions

+2.3M

blog posts on
Wordpress alone

**... and more
every single day**

Constantly Evolving Digital Marketing Channels

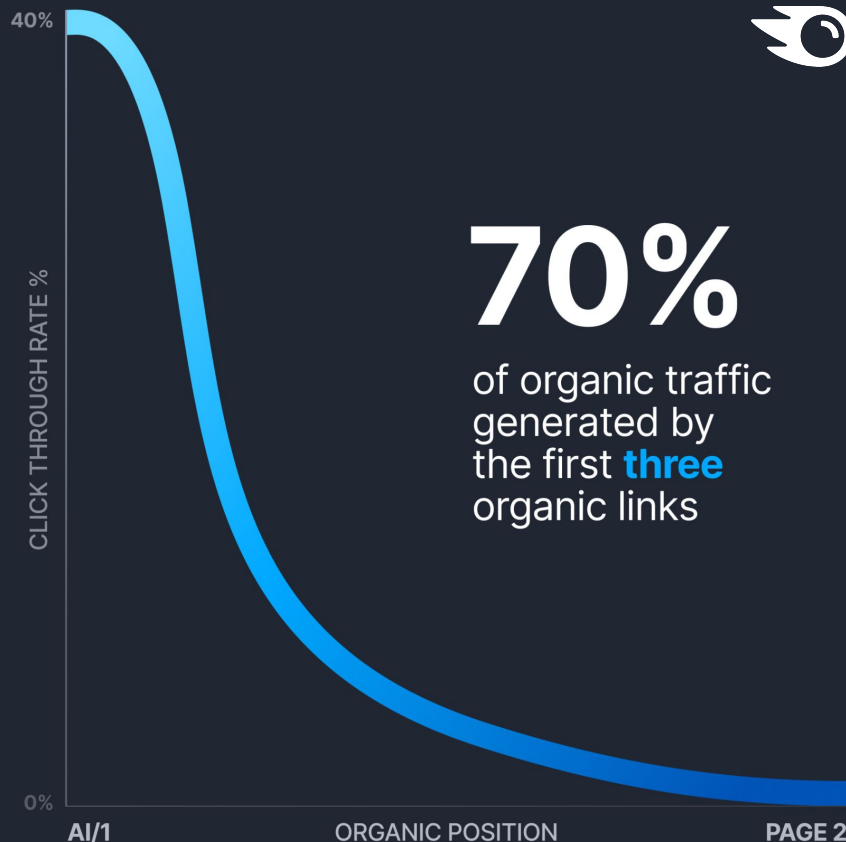


In 20 years we went from website and email to

- Google / Bing
- Content Marketing
- Youtube / TikTok
- FB / X / Snapchat / Instagram / LinkedIn
- Mobile
- Influencers
- Blogs / Digital media
- Review websites
- AI agents

Rank Organically Only Page 1 Matters

01

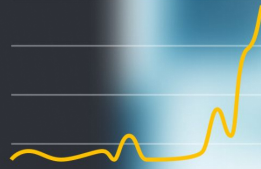


*Source: Estimate based on Semrush Intelligence as of August 2024

Pay for Paid Advertising ...But Costs Increasing

02

Cost Per Click



Audience Targeting



Increase Followers, Likes, Shares & Comments

03



Maintain Favorable Reviews & Reputation



William P.



Today

Simply best pizza in my neighborhood



Steven R.



Today

I loved my burrata pizza, highly recom...



Aimee H.



Yesterday

Great service and the pizza to die for



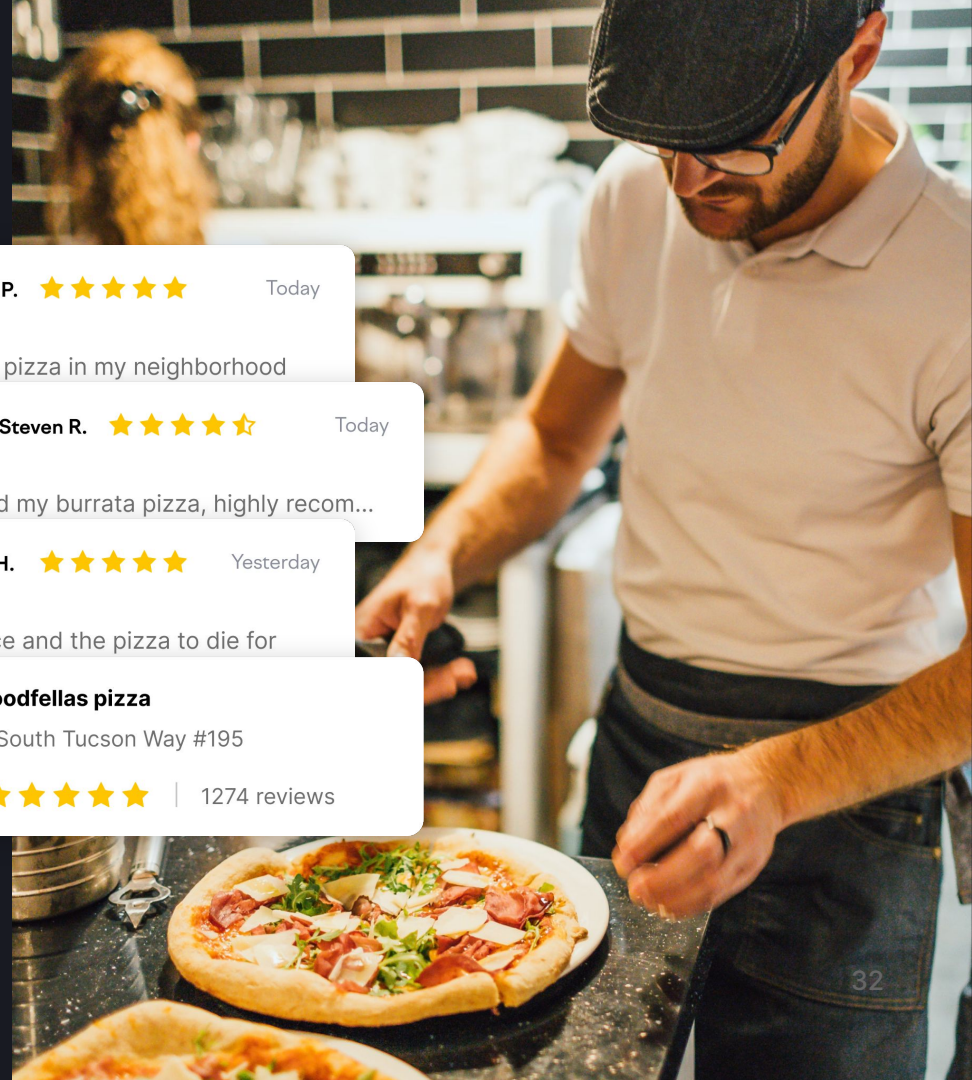
Goodfellas pizza

7208 South Tucson Way #195

4.8

| 1274 reviews

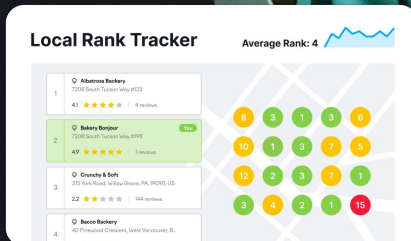
04



Establish Local Presence



A listing card for 'Bakery Bonjour'. It features a top image of a croissant being prepared in a bakery. To the right of the image is a red location pin icon. Below the image, the text reads: 'Bakery Bonjour', '4.7 ★★★★★ (345) · €1-10 · Bakery', and 'Dine-in · Takeaway · Delivery'. At the bottom, there are four buttons: 'Directions', 'Save', 'Share', and 'Call'.



A 'Local Rank Tracker' interface showing a list of competitors and their ranks. The title is 'Local Rank Tracker' and the 'Average Rank' is 4. The list includes:

- 1. **Albion Bakery** (2018 South Lakes Ave #122) - 4.1 ★★★★★ - 8 reviews
- 2. **Bakery Bonjour** (2120 South Lakes Ave #115) - 4.9 ★★★★★ - 1 reviews
- 3. **Crunch & Soft** (315 Oak Road, South Grove, PA, 15052, US) - 2.2 ★★★★★ - 144 reviews
- 4. **Bacon Bakery** (40 Thousand Creekside, Silver Spring, MD)

To the right of the list is a grid of colored circles representing ranks for each competitor across different categories. The grid is as follows:

5	3	1	3	6
10	1	3	7	5
12	2	3	7	1
3	4	2	1	15

05



Create Relevant Content

Gathering ideas for your content...

Brand voice

Edit brand voice: Ethical Innovator Voice

Audience

Use Personas (1/3)

Plant-based enthusiast

Tone of voice consistency

H1 H2 H3 B I  


Publish

Why Food Trucks are Taking Over the World

Target keywords: ucla food trucks x [+ Add keyword](#)

What is a food truck?

Article Improvements

 **87% Perfect**
Overall score

SEO 2 Readability 32

Tone of voice 3

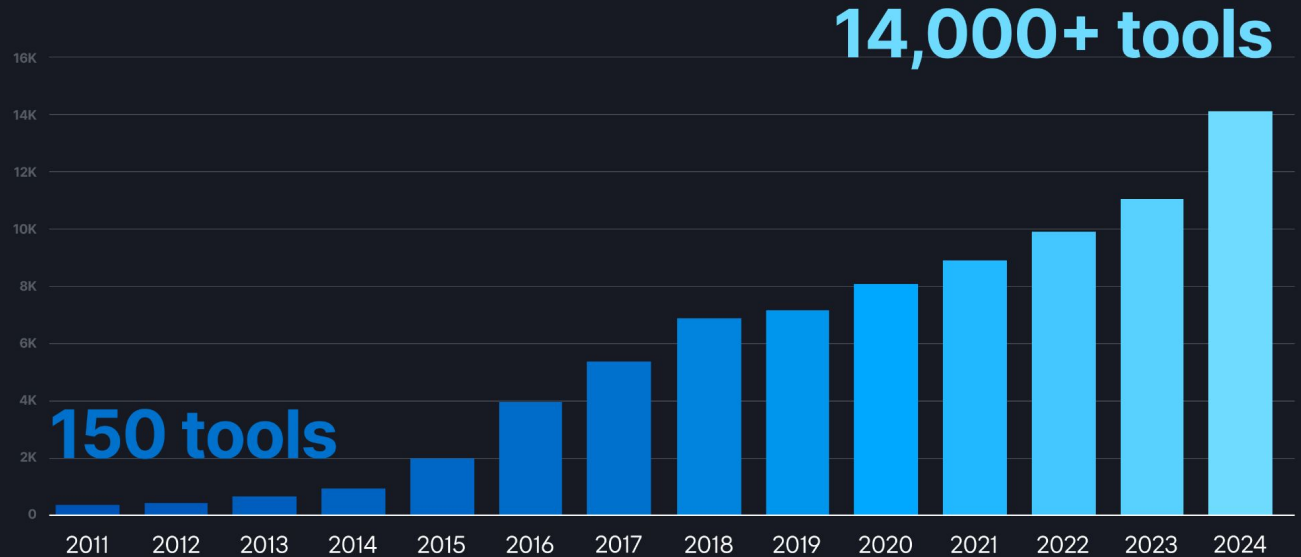
06

Growing Complexity Drives Demand for Martech



As complexity increased, marketers needed more data, tools and features

and that demand created a market that greatly benefits from the most complete platforms such as Semrush



Businesses Have Three (Bad) Options



Biased

Use tools provided by Google, Facebook and other networks

Challenges:

- Paid Channel Focus
- Siloed
- Single Network
- Conflict of Interest

Fragmented

Use point solutions for each channel

Challenges:

- Inefficient
- Siloed
- Limit Visibility
- Disaggregated

Expensive

Rely on army of engineers and data scientists to build custom systems

Challenges:

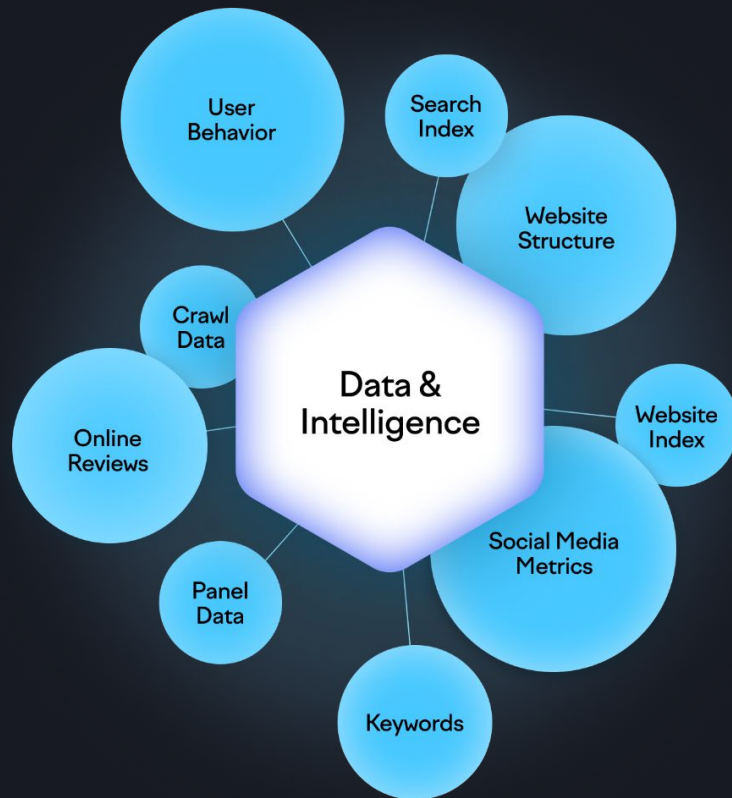
- Costly Implementation
- Costly Maintenance
- Custom
- Proprietary

Delivering Market Leading Technology & Data



Unique Combination of Data Assets

... with 16 Years of History



Total Profiles

200+ million domains
Monitored in ~150 countries

Keyword Data

25+ billion keywords

Anonymized Panel Data

Billions of events analyzed
per week

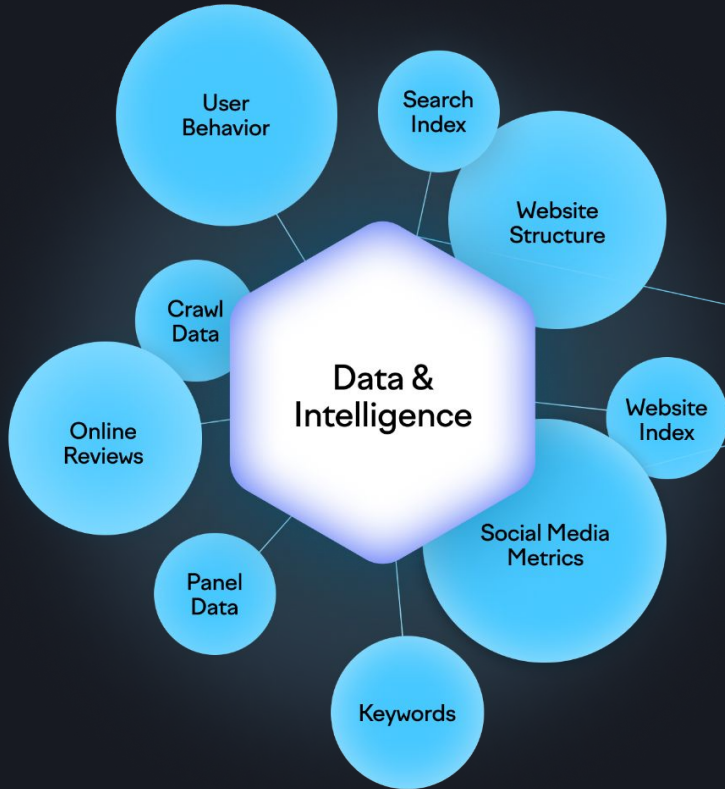
Display Ads Data

300+ million ad samples

Web Index

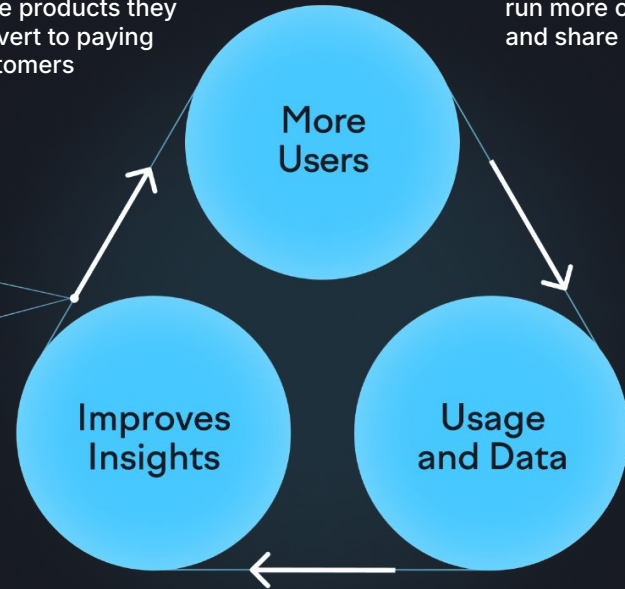
33+ trillion backlinks
17+ billion URLs crawled per day

Network Effects



As customers use more products they convert to paying customers

Over time customers run more campaigns and share more data



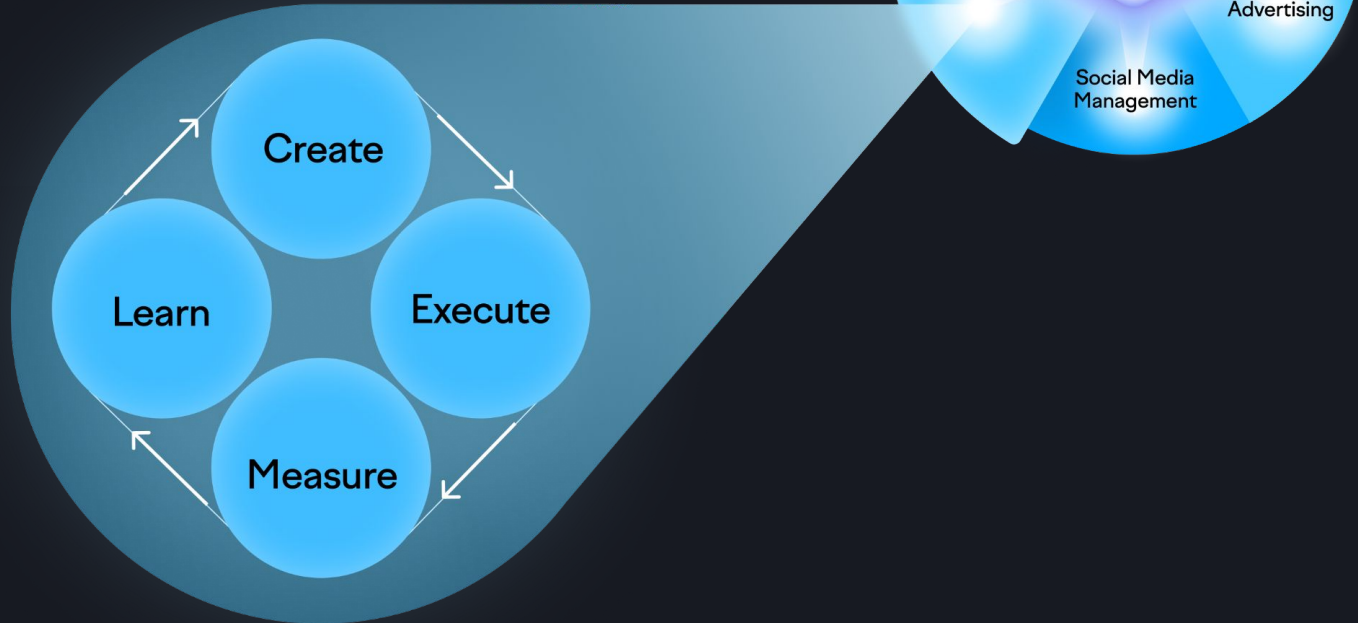
Unique Insights generate demand

Data from customers allows us to improve quality of insights for all customers

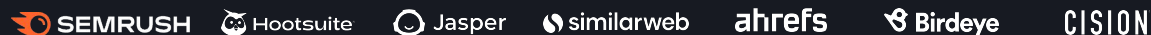
Semrush Marketing Platform



Semrush Provides a Platform for the Holistic Workflow



...and Industry Analysts recognize our leadership



SEO Tools	SEO	Leader			Leader	Leader		
Local SEO	Local	Leader					Leader	
Local Marketing		Leader					Leader	
Local Listing Management		Leader					Leader	
Social Media Suites	Social Media	Leader	Leader				Leader	
Social Media Analytics		Leader	Leader					Leader
Social Media Management		Leader	Leader				Leader	
Social Media Advertising		Leader						
Media Monitoring	Brand Marketing	Leader				Leader		Leader
Market Intelligence	Competitive Intelligence	Leader			Leader			
Competitive Intelligence		Leader			Leader	Leader		
Content Analytics	Content Marketing	Leader			Leader	Leader		
Content Creation		Leader						
AI Writing Assistant		Leader		Leader				
Marketing Analytics	Paid Advertising	Leader						
Paid Search Intelligence		Leader			Leader			
Digital Analytics		Leader						

Leading with AI



3 Pillars of AI Monetization



Core Features for All to Increase Retention & Conversion

Examples

- Copilot
- Report summary

Premium Features to Drive Upgrades

Examples

- Reply to review feature

Stand Alone Products to Drive Cross-Sell

Examples

- ContentShake
- SocialContent AI
- AdCreative AI



Q&A



ENTERPRISE

Andrew
Warden
CMO

SEO SOLUTION

Key takeaways from this session



With the evolution from Semrush Core → Enterprise SEO, we operate at the cutting-edge of digital marketing SaaS

- Organic traffic remains one of the most efficient channels for customer acquisition
- Today's SEOs spend more than 90% of their time analyzing data, and only 10% executing workflow
- Semrush Enterprise completely reimagines how SEOs+digital marketers break away from the competition

Evolving Customer Pain Points



Today's SEOs and digital marketers spend nearly **90%** of time collecting & analyzing data vs. taking action

More and **more complexity** with frequent Google Updates and rise of AI

Lack of time and resources with demand for results and cross-functional collaboration

Many point solutions—that don't solve problems other than giving additional data

Inability to make **data-driven decisions**

90% of time spent research, analysis, reporting across multiple fragmented tools

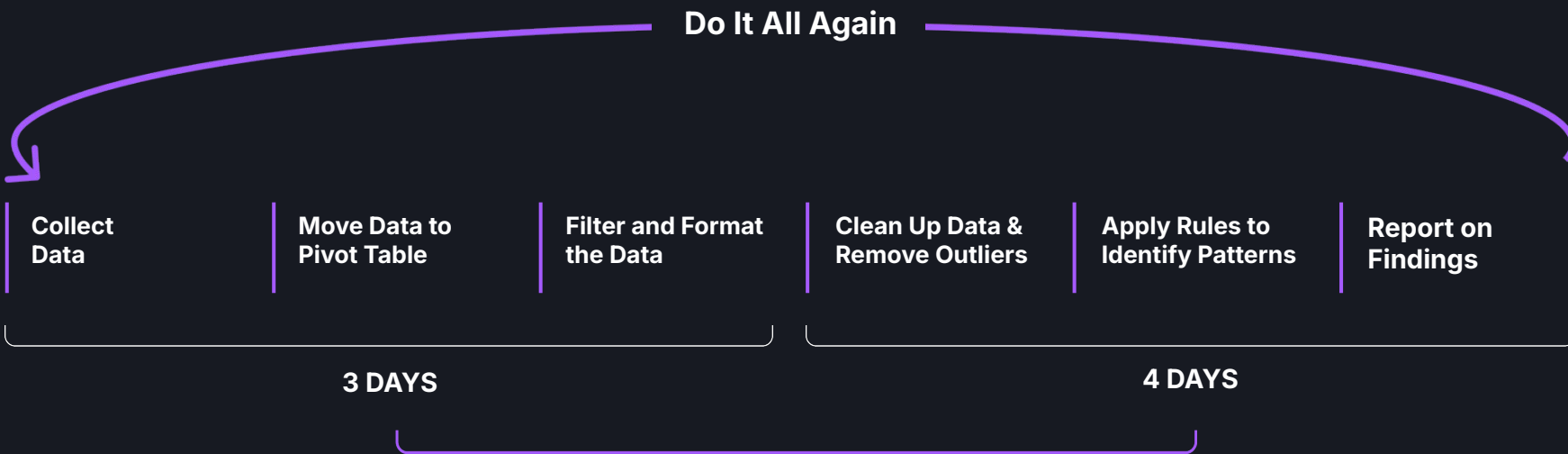
10% Execution and Strategy that Drives Results

10X Efficiency—Semrush Enterprise Automates Time-intensive SEO Steps So Marketers Can Prioritise Time Restoring or Growing Traffic which equals REVENUE

How SEOs solve their problems today



Rankings Drop: 7 Days to Find Out Why Reduced to 30 Minutes with Enterprise SEO



Complete in 30 mins with  SEMRUSH Enterprise

Expensive SEO Stacks (Bad Options)



Example of Enterprise SEO Stack

Position Tracking	SEMRUSH	conductor	BRIGHTEDGE
Technical	Screaming Frog		
Research	SEMRUSH	SimilarWeb	ahrefs
Backlink Monitoring	SEMRUSH	ahrefs	MAJESTIC SEO
Reporting	Power BI	Looker	
Content	SURFER	clearscope	
Additional Tools	Google Search Console	Google Analytics	Google Big Query

\$300,000+

in annual subscriptions alone

>\$1M

when subscription fees, labor from finance, legal, IT, and productivity costs are factored in

Demonstrating the value



**Greater traffic outcomes, faster recovery
MORE REVENUE**

Value in aggregation

**Value in interpreting
the data in record time**

**The ability to take
action within the same
business day vs. weeks**

Semrush Data & Intelligence Platform

Semrush Enterprise SEO Solution



Eliminate Time Spent getting SEO things done

Content Analysis

Determine how content is performing across your site as well as what content to create with AI

Enterprise Ready Capability

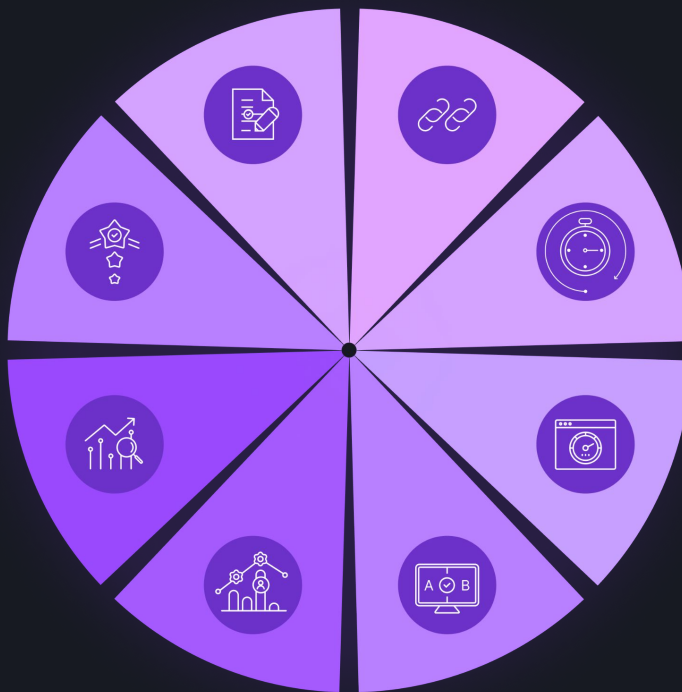
Multi-Workspace, Hierarchical Tags, Keyword and URL Segments, Preferred URLs, etc.

Forecasting

Forecast how much SEO traffic impact and potential revenue opportunity exists

SEO Forensics

Automate SEO research using powerful insights from our integrated data lake.



Internal Link Recommender

Automate using Semrush trained AI and ML to provide insights into the proper source URLs, target URLs, and anchor text.

Expert Services

Exclusive on-demand access to top-tier consultants and freelancers

PageSpeed Insights

Make stronger cases to Product/Engineers to guide increased SEO traffic and increased revenue.

A/B Testing

Validate multiple hypotheses at once without dependency on developer resources.

Semrush Enterprise SEO Solution

Eliminate Time Spent getting SEO things done



Content Analysis

Determine how content is performing across your site as well as what content to create with AI

Enterprise Ready Capability

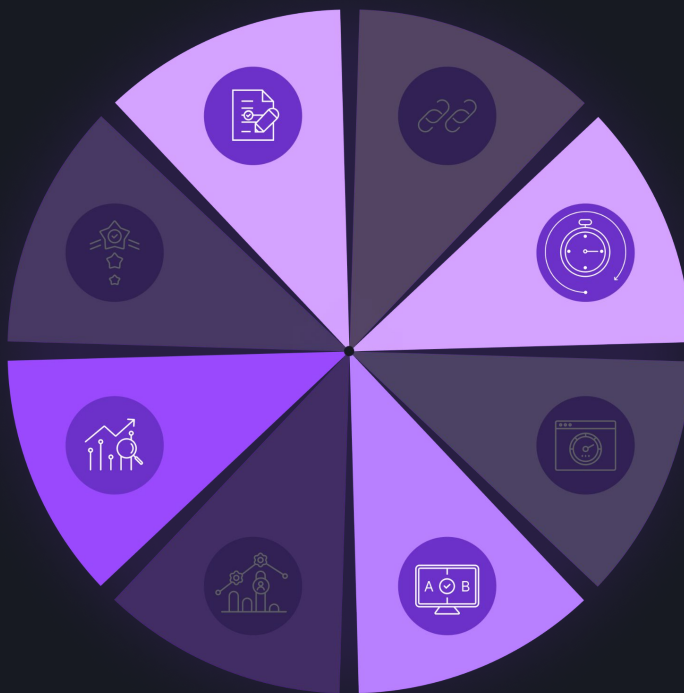
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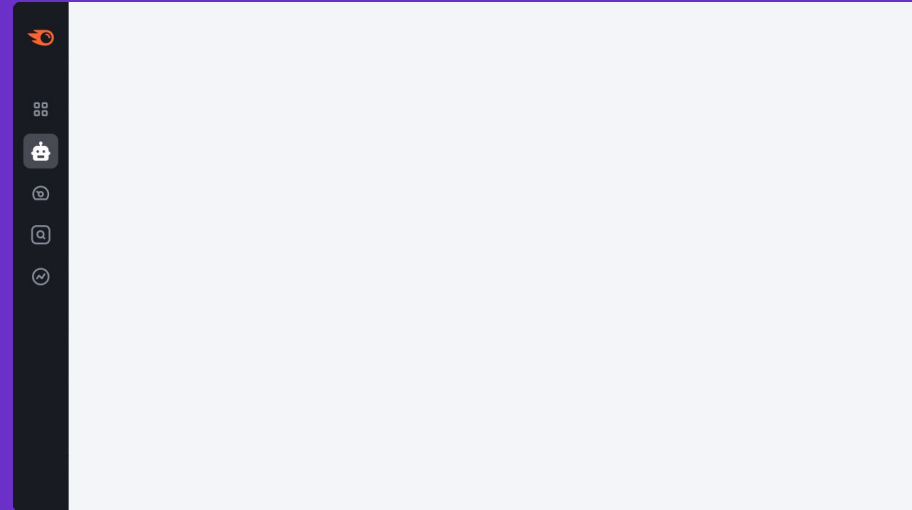
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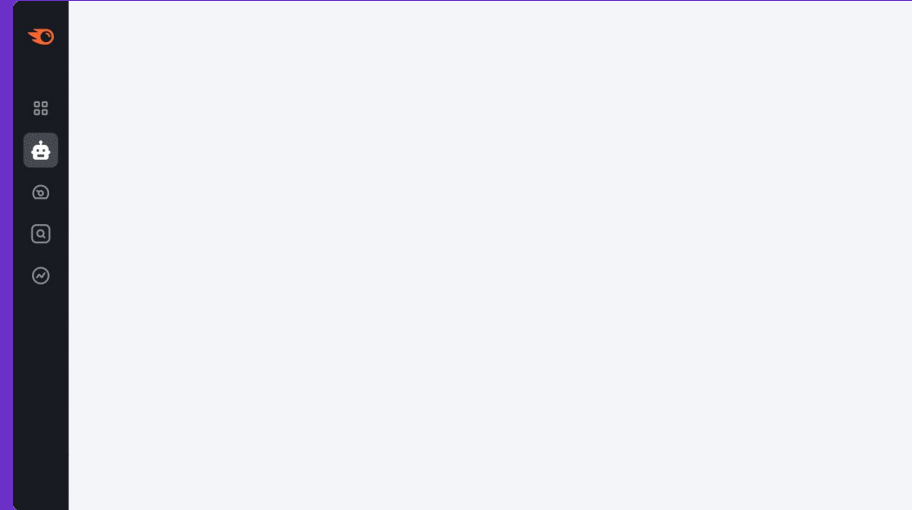
Forecasting Workflow

- **Lightning-fast, precise SEO valuation forecasting.** Quantify traffic, revenue gains; and SEO value
- **Budget optimization for maximum efficiency.** Achieve higher organic traffic with improved cost-efficiency compared to the expenses of paid advertising.
- **Save time with crystal-clear prioritization.** Transform SEO planning and prioritization with a few clicks, enhancing team efficiency and focus.



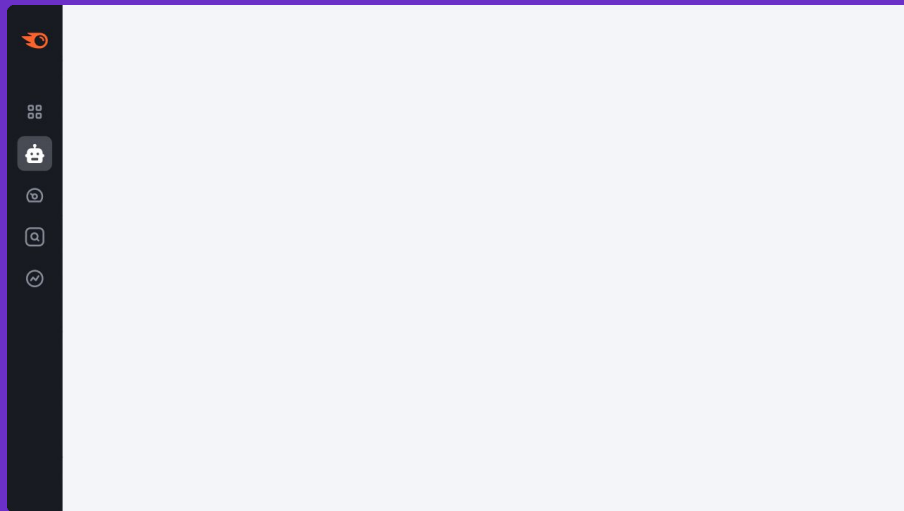
AI-Powered Comprehensive Content Management

- **Best-in-class content creation refined with AI precision.** Produce high-caliber content with AI enhancements.
- **Rapid, effective content production.** Utilize AI for multilingual content briefs and real-time scoring.
- **Strategic content alignment.** Optimize content strategy at scale with real-time performance insights.
- **Seamless collaboration.** Boost efficiency and reduce risks with transparent, streamlined workflows across all stakeholders.



SEO A/B Analysis

- **Cut through the guesswork & save time.**
Gain clarity on which changes yield results from a single platform, saving time and effort on ineffective tasks.
- **Unmatched flexibility.** Unparalleled versatility in testing, diverse page groups and types to perfectly tailor comparisons and strategies.
- **Encourage innovation with confidence.**
Ease-of-use empowers teams to experiment and uncover unique opportunities for growth.



Expert Network

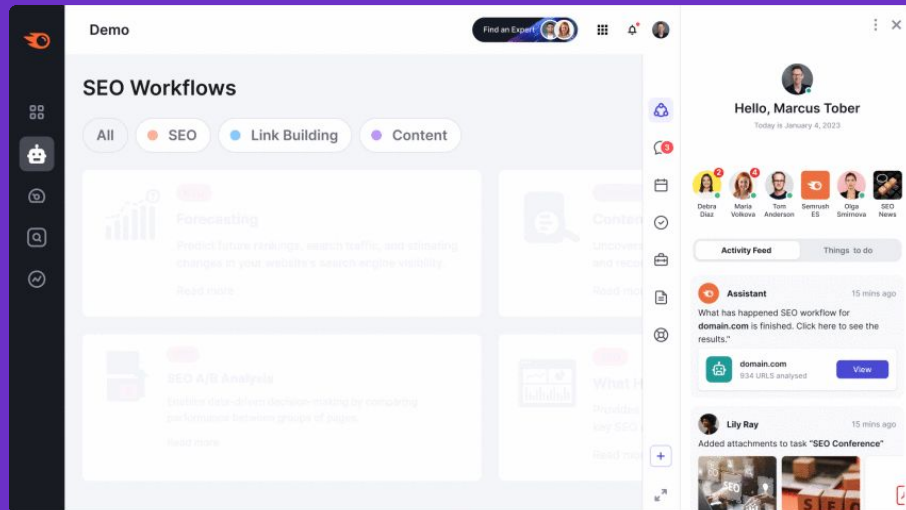
Save time and mitigate risk. Avoid lengthy procurement processes and advocacy battles.

Access top SEO talent. Leverage a network of leading industry experts to bridge skill and talent gaps.

Comprehensive SEO solutions:

- SEO Ideation / Brown Bag
- SEO Training
- Technical/Content SEO Strategy
- Additional Project Set-Up

ONLY available with Semrush Enterprise





What our customers say



 SEMRUSH
ANALYST
DAY 2024



Hi, I'm Kevin Indig.



SEM RUSH

ANALYST

DAY 20

24





GO TO

Andrew
Warden
CMO

Tommie
O'Brien
CSO

**MARKET
STRATEGY**

Semrush Go-To-Market Strategy



**Semrush Target
Market**

01

**Efficient
Product- Led
Growth**

02

**Sales-Led
Growth &
Expanded
Opportunity for
the Enterprise**

03

Semrush Target Market



01

The Evolution of our Buyer



Marketing Generalists

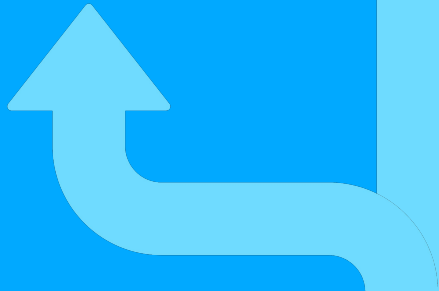
- Generalists
- Solopreneurs
- Business Owners

Marketing Specialists

- Research
- Content
- Brand
- Social
- Local
- SEM
- SEO

Marketing Leadership

- Organic Marketing
- Brand Marketing
- Digital Marketing
- Analytics
- Decision Makers:
CMO/CFO/CIO



Go-To-Market Motions



Product-Led Motion

- Automated
- One-to-**Many**
- Standard Pricing
- **Self**-Guided Purchase
- Higher Volume, Lower Value
- Large Addressable Market
- Efficient LTV:CAC Ratio

for Business Owners, Marketing Generalists and Specialists

Sales Assisted Motion

- Assisted
- One-to-**One**
- Standard Pricing
- Sales-Assisted Purchase
- Higher Volume, Lower Value
- Large Addressable Market
- Efficient LTV:CAC Ratio

for Mid-Market and Expanding with Specialists

Sales-Led Motion

- Personalized
- One-to-**One**
- Negotiated Contracts
- **Sales**-Guided Purchase
- Higher Value, Lower Volume
- Large Addressable Market
- Efficient LTV:CAC Ratio

for Large Enterprises and Marketing Leadership

Efficient Product-Led Growth

02



- Brand Awareness
- Present in Conversation
- Favorable Brand Reputation
- Content that Inspires
- Content that Educates

Foundation of a Strong Product-Led Motion

01

Create **Brand Awareness** Online

02

Be **Present** in Conversations

03

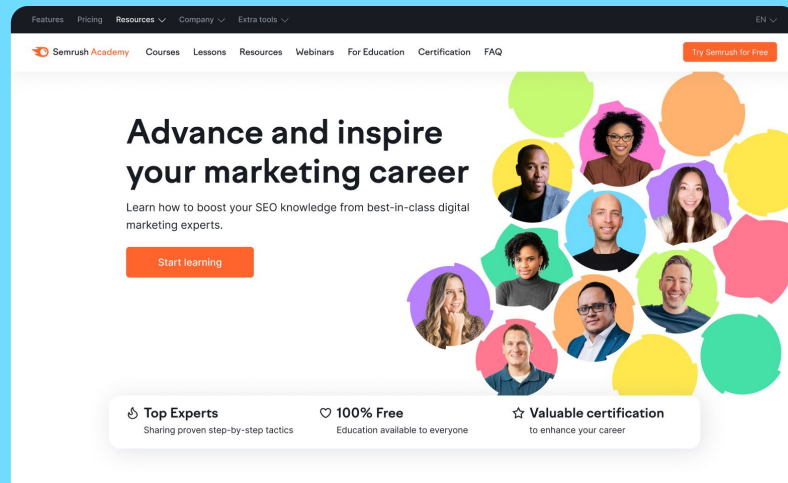
Maintain Favorable **Reputation & Perception**

04

Create **Relevant** Content that Resonates



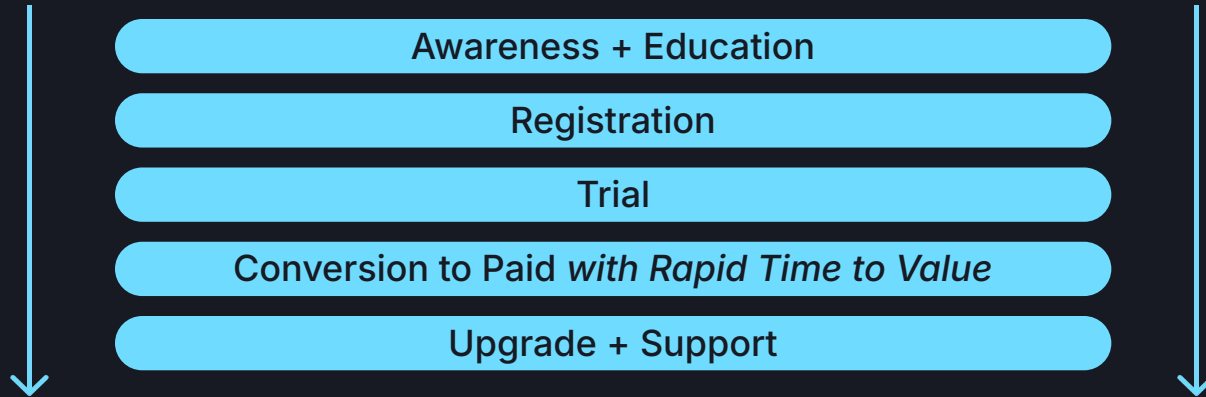
Content that Educates Content that Inspires



Product-Led Motion Stages



Product-Led Motion



Expanded Opportunity & Investments in Enterprise

03



- Sales-Led Motion Foundation
- Massive Untapped Opportunity
- Demand for Enterprise Solutions
- Execution Readiness

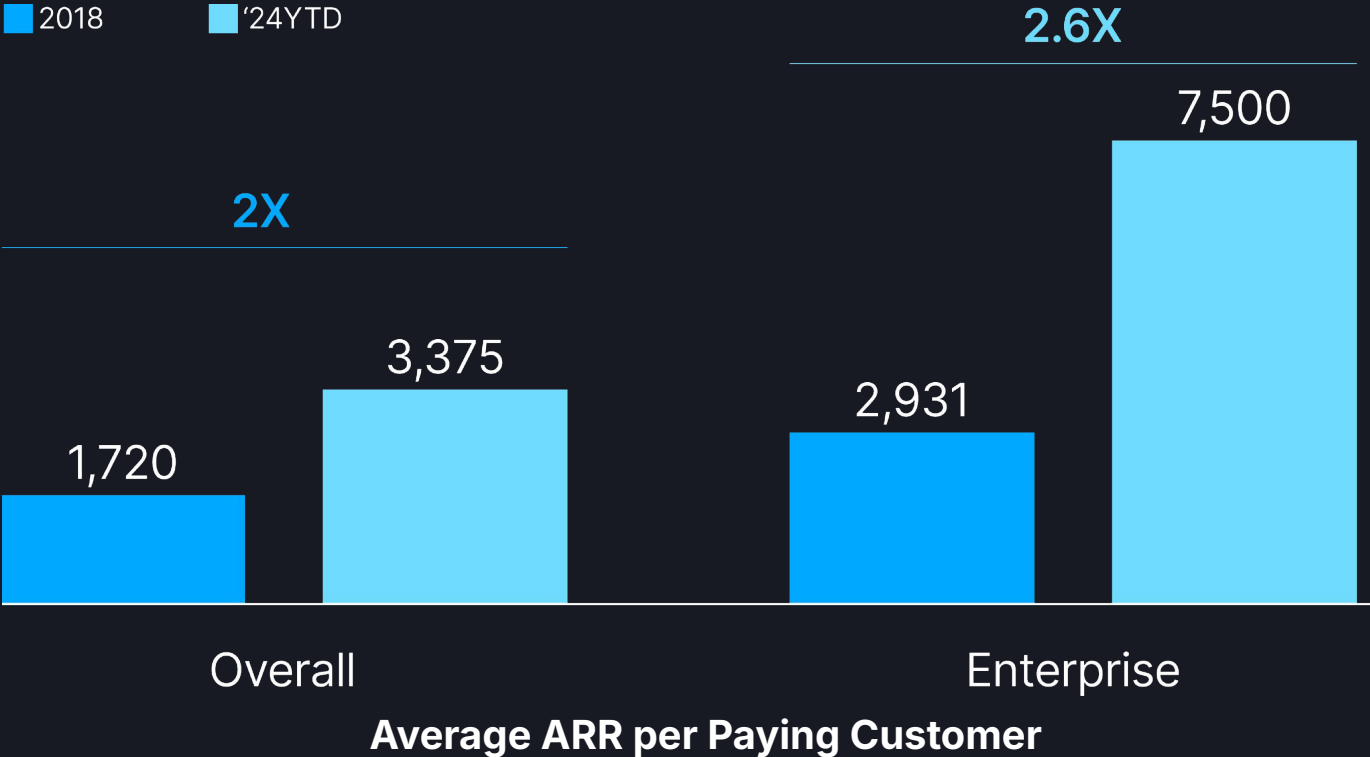
Sales-Led Motion Stages



Sales-Led Motion

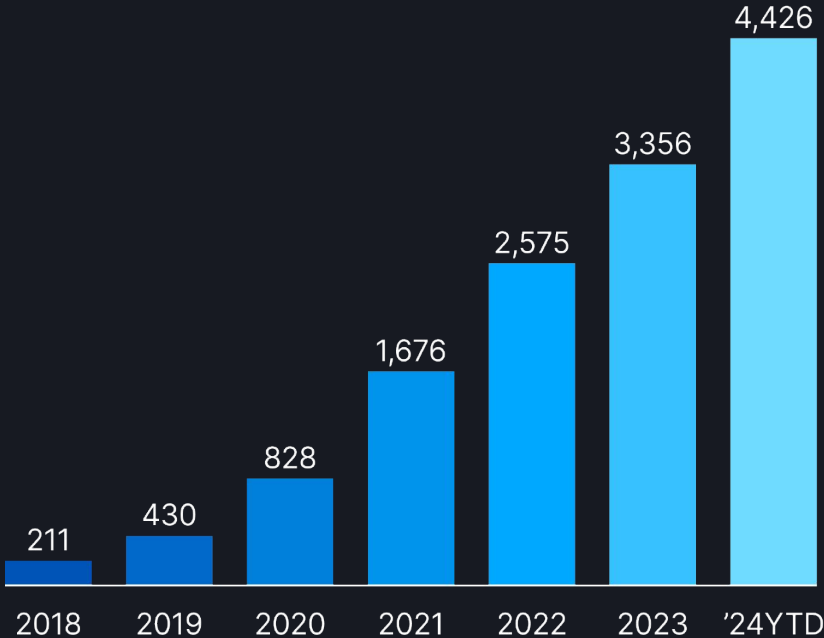


Sales-Led Motion Success To-Date

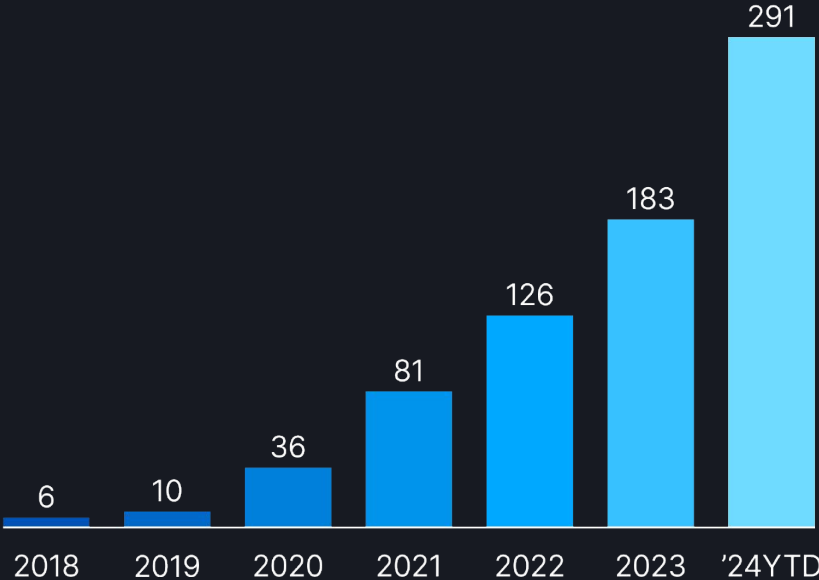


*2018-2023 are as of 12/31 and 2024 YTD represents an ending 9/30/24 estimate

Sales-Led Motion Success To-Date



Customers with ARR > \$10K



Customers with ARR > \$50K

*2018-2023 are as of 12/31 and 2024 YTD represents an ending 9/30/24 estimate

Sales-Led Opportunity Ahead



Install Base

**Competitor
Displacement**

Whitespace

Enterprise SEO Customers We Have Already Won



Gartner®

Hallmark

Square

salesforce

DOORDASH

RIOT
GAMES

TEMU

SAMSUNG

LG

HSBC

Alibaba.com

Logos in Our 8,000 Installed Base

We're Laser-focused on...



amazon

P&G

J.P.Morgan



Carrefour



Schneider
Electric

vodafone

DECATHLON

TESLA

LaLiga

FedEx

LinkedIn

Hard Rock

TikTok

UHS

mercado
libre

zalando

Sales-Led Motion Investments



01

Demand Generation

Targeted, relevant outbound marketing

02

Talent & Winning Culture in both Sales and Customer Success

03

Advanced Selling Process

(from transactional to trusted advisor)

04

Systems & Process (CPQ, Salesforce.com, Guardrails, Deal Desk, Quote to Cash)

05

Incentives and Metrics



Q&A

APPENDIX



TAM Calculation Details



We estimate that, based on our potential customer spending levels for Semrush products in market, the annual global potential market opportunity for our Marketing SaaS Platform is currently \$40 billion. We calculated this estimate based on the number of Enterprise (those with employees 500+), Mid-Market (those with employees between 50 and 499) and Small and Medium Sized companies (those with less than 50 employees) in the United States and Canada based on information published by the US Small Business Administration, North American Industry Classification System, and Innovation, Science and Economic Development Agency in Canada. With approximately 50% of our Annual Recurring Revenue coming from customers outside of the United States and Canada in the quarter ended June 30, 2024, we believe the opportunity internationally is at least as large as the opportunity in the United States and Canada. Based on web presence, dependence on traffic, and budget, we assume 100% penetration in the Enterprise Segment, 60% in the Mid-Market and ~10% in SMB. We then multiplied the total number of companies by the potential Average Annual Revenue per customer for each segment. We calculate the potential Average Annual Revenue per customer for each segment based on a potential subscription bundle for the average customer in each segment.

GAAP to Non-GAAP Operating Margin Reconciliation



	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	Q2 2024
GAAP operating income (loss)	(6.6)	(8.2)	(6.1)	(2.5)	(36.4)	(7.7)	3.4
Stock-based compensation expense	0.2	0.5	1.0	2.7	7.4	15.3	7.2
Amortization of acquired intangibles	-	-	0.1	0.2	1.9	2.3	0.9
Restructuring and other costs	-	-	-	-	11.3	1.3	-
Acquisition-related costs, net	-	-	-	-	-	0.4	0.7
Non-GAAP operating income (loss)	(6.4)	(7.7)	(5.0)	0.4	(15.8)	11.6	12.2
GAAP Revenue	63.5	92.1	124.9	188.0	254.3	307.7	91.0
Non-GAAP operating income (loss) margin	(10%)	(8.4)%	(4)%	0.2%	(6.2)%	3.8%	13.4%

GAAP to Non-GAAP Gross Margin Reconciliation



	FY 2020	FY 2021	FY 2022	FY 2023	Q2 2024
GAAP Gross Margin	76%	77.7%	80.9%	83.0%	83.6%
Stock-based compensation expense	-	-	-	-	0.1%
Amortization of acquired intangibles	-	-	0.4%	0.3%	1.0%
Restructuring and other costs	-	-	-	-	-
Acquisition-related costs, net	-	-	-	-	-
Non-GAAP Gross Margin	76%	77.7%	81.3%	83.3%	84.6%

Definitions



Annual Recurring Revenue (ARR): we define ARR as of a given date as the monthly recurring revenue that we expect to contractually receive from all paid subscription agreements that are actively generating revenue as of that date multiplied by 12. We include both monthly recurring paid subscriptions, which renew automatically unless canceled, as well as the annual recurring paid subscriptions so long as we do not have any indication that a customer has canceled or intends to cancel its subscription and we continue to generate revenue from them.

CAGR: we define CAGR as Compound Annual Growth Rate.

Dollar-based Net Revenue Retention (NRR): we define NRR as (a) the revenue from our customers during the twelve-month period ending one year prior to such period as the denominator and (b) the revenue from those same customers during the twelve months ending as of the end of such period as the numerator. This calculation excludes revenue from new customers and any non-recurring revenue.

Enterprise Customers: we define our Enterprise Customers as paying customers with 500+ employees regardless of type of subscription.

Free cash flow and free cash flow margin: we define free cash flow, a non-GAAP financial measure, as net cash provided by (used in) operating activities less purchases of property and equipment and capitalized software development costs. We define free cash flow margin as free cash flow divided by GAAP revenue.

Non-GAAP Income (Loss) from Operations: we define Non-GAAP Income (Loss) from Operations as GAAP income (loss) from operations, excluding Stock Based Compensation, Amortization of Acquired Intangible Assets, Acquisition Related Costs, Restructuring Costs and other one-time expenses outside the ordinary course of business (for example, our Exit Costs incurred primarily in 2022).

Non-GAAP Operating Margin: we define Non-GAAP Operating Margin as non-GAAP income (loss) from operations divided by GAAP revenue.

Non-GAAP Gross Margin: we define non-GAAP gross margin as GAAP gross margin excluding Stock Based Compensation, Amortization of Acquired Intangible Assets, Acquisition Related Costs, Restructuring Costs and other one-time expenses outside the ordinary course of business.

Third Party Sources



Estimated Stats	Source
Average consumer already spends 6.5 hours a day online	“Digital 2023 Global Overview Report - The Essential Guide to the World’s Connected Behaviors” by We Are Social and Meltwater; and GlobalWebIndex Insight Reports (2017-2022)
+720K hours of video uploaded to Youtube daily	“Hours of video uploaded to YouTube every minute as of February 2022” by Statista; and “The State of the Creator Economy - Assessing the Economic, Cultural, and Societal Impact of YouTube in the US in 2022” by Oxford Economics.
+8.5B Google Searches daily	Hubspot, “31 Google Search Statistics to Bookmark ASAP” dated August 30, 2023
+1B Facebook stories across Facebook family apps daily	Data made available from Facebook.com - Stories Ads (accessed on 09/26/2024)
+50B Meta and Google impressions on average daily	Estimate derived from: Data from (i) HootSuite Blog “How Much Do Facebook Ads Cost in 2024?”, (ii) NetScale Blog “What is Average CPM Google Ads & How to Reduce It (2024)” and (iii) Shopify Blog “What is YouTube CPM? How Much YouTube Pays Creators in 2024”; Alphabet Inc.’s Annual Report on Form 10-K for the year ended December 31, 2023; and Meta Platforms, Inc.’s Annual Report on Form 10-K for the year ended December 31, 2023.
+2.3M blog posts created on average daily on Wordpress alone	Data made available from WordPress.com - “A live look at activity across WordPress.com” (accessed on 09/26/2024)