Second Quarter 2022 Financial Results
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<u>Presenters</u>
Mark Zagorski, CEO
Nicola Allais, CFO
Rejal Engman, IR

<u>Q&A Participants</u>
Arjun Bhatia - William Blair
Youssef Squali - Truist Securities
Laura Martin - Needham
Michael Graham - Canaccord
Andrew Boome - JMP securities
Vasily Karasyov - Cannonball Research
Arry - JP Morgan
Eric Sheridan - Goldman Sachs
Mark Kelly Stifel
Justin Patterson - KeyBanc

Operator
Hello, and welcome to the DoubleVerify second quarter 2022 financial results conference call. At this time, all participants are in a listen-only mode. A question-and-answer session will follow the formal presentation. If anyone should require operator assistance, please press *0 on your telephone keypad. As a reminder, this conference is being recorded. It is now my pleasure to turn the call over to Tejal Engman, Investor Relations. Please go ahead.

Tejal Engman
Good afternoon and welcome to DoubleVerify's second quarter 2022 earnings conference call. With us today are Mark Zagorski, CEO and Nicola Allais, CFO. Today's press release and this call may contain forward-looking statements that are subject to inherent risks, sunset, and season changes, and reflect our current expectations and information currently available to us and our actual results could differ materially. For more information, please refer to the risk factors in our recent SCC filings, including our form 10-Q, and our annual report, or form 10-K.

In addition, our discussion today will include references to certain supplemental non-GAAP financial measures and should be considered in addition to and not as a substitute for our GAAP results. Reconciliations to the nearest comparable GAAP measures are available in today's earnings press release which is available on our investor relations website at ir.doubleverify.com. Also during the call today, we will be referring to the slide deck posted on our web site. With that, I'll turn it over to Mark.

Mark Zagorski

Thanks, Tejal. And thanks everyone for joining us this evening. We're excited to have delivered outstanding second quarter and first half results. Building on solid, organic growth we achieved in the first quarter, we delivered 43% revenue growth at 31% adjust EBITDA margins in the second quarter, significantly exceeding our guidance. All three of our revenue lines delivered double-digit growth, as we continue to upsell premium products to existing clients, drive activations by new clients expand across geographies, and launch on new media platforms.

Additionally, our continued focus on innovation powered further moves into the gaming and retail media sectors, both fast-growing new areas of marketer spend. Our first half results exceeded our expectations, enabled us to raise our full-year revenue, and adjusted EBITDA guidance for the second time this year. We remain confident our inability to deepen our engagement with blue-chip brand partners who provide a solid foundation from which we can further expand into new sectors and new geographies.

We continue to closely monitor ongoing macroeconomic and geopolitical uncertainty and engage regularly with our advertisers to stay apprised of evolving ad-spend patterns. I've highlighted the resilience of our business on prior calls, but given the current macroeconomic climate, let me reiterate the business attributes that distinguish DV from the most ad-supported tech companies. First, we are confident in our continued ability to win new customers and expand our relationship with current customers as the essential nature of our products protect brand equity and optimize media efficiency by reducing waste, thereby driving better outcomes and improving ROI on every dollar spent.

Next, our fixed transaction fee business model inflates our revenues from CPM volatility, while our Verify Everywhere product strategy diversifies our revenue across platforms and verticals, making DV largely agnostic to shifts in ad spent. Our well-diversified customer base comprises the world's largest and most trusted brands, with no single vertical driving more than 20% of revenue last year. And finally, we remain in the early stages of global market penetration, with a vast and untapped TAM to sustain our long-term growth.

I would like to take a few minutes to discuss our second-quarter growth drivers and catalysts for future momentum within the context of DoubleVerify's three, key differentiators - our rapidly-growing scale, our focus on market-defining innovation, and the deep level of trust we have built with our customers as an unbiased and independent partner. Beginning with scale, our Drive to Verify Everywhere is providing substantial market momentum as our ubiquitous platform and partner integrations provide opportunities for future expansion and upsell, particularly for our activation business.

On a year-over-year basis, second quarter revenue from our two, premium activation products, Authentic Brand Suitability and Custom Contextual, grew 52% and over 200%, respectively, and combined, represented approximately 52% of our programmatic activation revenue. Both products are unique to DoubleVerify, providing dynamic, identifier-independent solutions for marketers that ensure brand alignment and drive better advertising outcomes.

As we have highlighted in prior quarters, our top 100 customers continue to active Authentic Brand Suitability across new geographies. Banco Santander, Dell, Amazon, John Lewis, Vodafone, and Mondelez recently launched ABS in incremental, international markets, including Brazil, Japan, the U.K., Germany, and France. Custom Contextual was activated in the second quarter by some of our large performance marketing advertisers, such as Comcast, as well as by mid-market, digitally-native brands, such as Canva.

Success and activation in measurement go hand-in-hand and our measurement data fuels a virtuous cycle in which post-campaign insights inform continuous optimization opportunities that can be acted upon in pre-bid applications. By using a consistent measurement currency for pre- and post-campaign solutions, we drive better results for advertisers across everywhere they invest their ad dollars. When we engage a client, we immediately introduce them to the performance opportunities embedded in this process, expanding our relationship with them across new geographies and new solutions that feed the cycle.

In the second quarter, we closed multiple, cross-sell, up-sell, and new logo opportunities, including British Airways, Taco Bell, Universal Parks, Grosh Frans (ph), Asda, Callifia Farms, Infinity, and Smile Direct. Notably, 64% of our top 500 customers utilize DV for both measurement and activation in the second quarter, up from 58% a year ago. Our scale across key social media environments continues to grow in a sector that remains highly attractive to marketers.

According to Magna Global, advertisers are expected to spend approximately 57% of their digital ad budgets, ex search, on social media in 2022. The demand for closer, safer consumer connections is driving a broad-based push for brand safety and suitability verification within social media's dynamic newsfeed environments, creating a meaningful growth opportunity for DoubleVerify. To support growing ad investments in social media platforms, we have developed newsfeed content classification technology that is highly scalable across different user-generated social feed environments.

DV's recently launched Unified Social Pipeline technology substantially decreases per-platform engineering efforts and shortens the development timeline to integrate brand safety and suitability solutions in newsfeed environments. In the second quarter, our Unified Social Pipeline technology helped us secure an exclusive partnership with Reddit, one of the most visited web sites in the United States, comprising over 100,000 active communities and a highly-dynamic, user-led environment. We are excited to be Reddit's first, full-suite verification partner, ensuring that ad campaigns meet quality criteria while maximizing impact in performance for advertisers.

Unified Social Pipeline will also support development across the LinkedIn audience network. We are excited to announce today that we just signed a platform-wide agreement to provide brand safety and fraud prevention for all LinkedIn native ads across desktop, mobile web, and in-app. This integration uses DV's technology and data to ensure that all campaigns activated to the LinkIn audience network are brand safe and fraud free. In addition to these partnerships, we continue to build momentum on TikTok. The number of global advertisers using our Brand Safety solution on TikTok has grown by approximately 42%, year-over-year, and we continue to develop end-to-end, in-feed solutions in conjunction with the TikTok team.

In addition, we remain on schedule for a summer-launch of brand safety and suitability measurement for Twitter's newsfeed known as timeline. Finally, using the technology acquired through OpenSlate, we began working with Twitch Ads on a solution to identify contextually-brand safe and suitable, livestream content for clients on Twitch, the interactive livestreaming service and global community. The solution is currently in a closed beta.

We're continuing to scale on the retail media networks, which are fast becoming the advertising venue of choice for outcome-driven brands. Today, DV partners with some of the largest retail media networks in the world, including Amazon, Wal-Mart, Target, Macy's, Best Buy, and Kroger. In the second quarter, we up-sold pre-bid viewability products to the Wal-Mart media group and launched our solutions with Asda, a leading supermarket chain with over 600 locations in the U.K.

In the first half of 2022, we grew revenue from retail media networks by 160%, year-over-year, with the growth spread across all three revenue lines -- activation, measurement, and supply side. Based on their increasing appeal to marketers, we expect the success of retail media networks to drive further volume increases across our solutions. Turning to DV's market-leading innovation, our solutions continue to evolve, delivering true ROI for advertisers throughout the media transaction, from pre-campaign activation to post-campaign measurement.

A great example is our new suite of pre-campaign social media activation tools, powered by OpenSlate's brand suitability and contextual analysis engine. In the second quarter, 36 more brands adopted this new capability, providing early validation of the growth opportunity we identified when we acquired the OpenSlate technology late last year. Cross-selling, pre-campaign social activation solutions to our existing, post-campaign social measurements clients creates an optimization loop within wall gardens that is similar to the optimization loop we have created for the open internet, with authentic-brand suitability and post-bid measurement.

The combination drives better outcomes for advertisers and more opportunities for growth for DV. Moving on to innovations in measurement, we are announcing today that we have a launched a closed beta for DV's campaign automator solution and expect this product to be generally available by the end of this year. By fully automating advertising trafficking workflow, DV's campaign automator streamlines campaign verification management across leading ad servers.

This capability lowers tag implementation costs for our clients and provides significant benefits relative to first-generation tagging tools. Designed to improve operational efficiency and minimize human error, DV's campaign automator will allow already-stretched ad operations teams to dedicate more of their time and resources to campaign activation strategy and optimization. Continuing with our measurement suite, our new freemium preview of authentic attention, named the DV Authentic Attention Snapshot, will launch later this month and allow DV clients to dynamically-review high-level attention insights across their multi-platform campaign.

DV Authentic Attention Snapshot empowers clients to hone in on top- and bottom-performing campaigns, benchmark performance against their specific industries by media type, ad size, ad duration and device, and identify strategic campaign optimization opportunities, all in real time. Attention is rapidly emerging as a key measurement metric. According to eMarketer, 98% of marketers believe that deeper attention metrics would help improve campaign performance and advertising outcomes.

An example of Authentic's attention power to drive outcomes can be found in a recent trial with Vodafone Germany. Vodafone used DV Authentic Attention to measure and optimize the performance of their digital ad campaigns with the goal of increasing purchase intent. By implementing Authentic Attention, Vodafone identified, in real time, which ads were doing the heavy lifting too achieve their core KPIs. They then excluded under-performing sites and optimized creative and device type, in real time.

As a result, Vodafone found that high-engagements ads drove over 2.5 times higher qualified traffic in sales conversion rates compared to low-engagement ads. Another industry-leading measurement innovation launched last quarter was our exclusive partnership with Scope3 to provide advertisers with a detailed picture of how their digital campaigns contribute to C02 emissions. Concerns regarding the environmental impact of digital advertising are increasingly becoming top of mind for leading, global brands.

Our new campaign-based solution, powered by Scope3, aims to assess the environmental impact of the extensive computing power involved in delivering programmatic ads. Through this exclusive partnership, DV will be the only company providing carbon emissions data along side foundational ad performance criteria. To conclude on innovation, in addition to the exciting products I have just detailed, we have a robust pipeline of unique solutions and strategic partnerships that are focused on creating customer value, including an optimized DV pinnacle user experience, the addition of cost data through DV investment metrics, and custom contextual support for CTV.

This brings me to our final differentiator - trust - which is core to the value we deliver to our customers and underpins our important role in the digital advertising ecosystem, at large. We continue to focus, solely, on providing measurement and verification solutions to our customers, not selling ads, cloud services, or other solutions, which may create bias in our engagements. We believe our independence and accreditations are key drivers of our nearly 80% win rate of recent opportunities.

In the second quarter, 60% of our wins were greenfield and 40% were competitive take aways, as advertisers opted to work with the verification company with the strongest and most accredited product suite and zero conflicts of interest. Advertisers trust in DV is also evidenced by our gross retention rate of over 95% and the strong growth in our average revenue per customer. We grew the total number of customers generating more than $200,000 of revenue by 38%, year-over-year on a trailing, 12-month basis.

In a digital advertising environment that increasingly seeks stability and transparency, DoubleVerify's unmatched roster of accreditations and independent perspective has set us apart in the verification s pace and supported long-term, sticky client relationships that continue to grow. To conclude, we've had a strong first half of the year and remain confident that our growing, global scale, market-defining innovation, and a legacy of trust will continue to solidify our client relationships and fuel steady growth that will outperform our competitors and the broader, digital ad industry in 2022 and beyond. With that, let me turn the call over to Nicola.

Nicola Allais

Thank you, Mark. And good afternoon, everyone. We are pleased to have delivered strong revenue growth and profitability in the second quarter and first half of the year. While we have good visibility for the third quarter and are raising our full-year revenue outlook by the magnitude of our outperformance in the second quarter, we continue to closely-monitor the current macroeconomic and geopolitical uncertainty and engage in regular dialogue with our advertisers.

Total revenue growth of 43% was driven by 60% growth in activation revenue, 23% growth in measurement revenue, and 49% growth in supply-side revenue. Advertiser revenue, which includes activation and measurement, grew 43%, year-over-year and continues to be volume led. In Q2 2022, MTMs were up 24%, year-over-year, MTFs grew 10%, year-over-year, primarily driven by improved premium product mix, followed by the impact of the programmatic display and video priced bifurcation, which we initiated on our standard, programmatic products in the first quarter of this year.

Activation revenue was led by our premium-priced, Authentic Brand Suitability product, which delivered 52% revenue growth due to continued up-sales to an international expansion with existing ABS users. In addition, we continued to successfully sell ABS to new clients at the outset of our relationship with DV and drove a 20% year-over-year increase in the number of advertisers using this solution. Growth in non-ABS product revenue was the second largest contributor to activation revenue growth, followed by the impact of the price bifurcation of programmatic display and video impression that was implemented during the first quarter.

Similar to last quarter, our social activation solutions through OpenSlate performed in line with expectations. Turning to measurements, revenue grew 23%, primarily driven by the ramping of new, enterprise customers that were signed and highlighted last year and in the first quarter of 2022, including Diadro, Norwegian Cruise Lines, and Phillip Morris. DVT and social measurement volumes grew 56% and 26%, respectively. DVT volumes continue to grow as we scale our industry-leading products, such as our pioneering, fully-on-screen certification offering, an MRC-accredited attention-measurement solution launched in 2020 that tests and evaluates leading CTV devices and apps to ensure ads are only displayed 100% on-screen and when the TV screen is turned on.

With regards to social measurement, DV's volume growth was particularly strong in the first half of 2021, driven by two of the world's largest CPG advertisers activating and expanding their geographic usage on our social solutions. As Mark mentioned, our long-term growth opportunities in social remain significant, with new avenues for product expansion and coverage on platforms such as TikTok, Twitter, Reddit, and LinkedIn.

International measurement revenue grew 18%, year-over-year, with MEA growth of 14% and EPA (ph) growth of 25%. In the second quarter, international measurement revenue growth was particularly impacted by the relative strength of the U.S. dollar. International represented only 26% of our full-year 2021 measurement revenue and we continue to see it as an opportunity for future growth.

Supply-side revenue grew 49%, driven by the ramping of new platform clients that were signed last year, such as Yahoo! Japan, Amazon, the recently-signed Twitch deal, as well as new wins and expansion deals with publishers. Year-over-year growth also includes the impact of publisher and platform revenue from OpenSlate an from metrics. Overall, the acquisition of OpenSlate continues to perform in line with expectations of generating between $15 to $18 million in revenue this year, with a seasonality similar to our overall business.

As Mark described, we're building our cross-sell momentum of our social activation solutions, which I expect it to contributed more meaningfully in 2023. Shifting to expenses, costs of revenue increased by $6.5 million, primarily driven by our revenue-sharing arrangement with programmatic partners, as activation revenue grew as a percentage of total revenue. Non-GAAP operating expenses for product development, sales, marketing and customer support, and G&A, which excludes stock-based compensation expenses and other items for comparability (ph) grew 32% versus our top-line growth of 43%, reflecting the efficiency of our operating model as we scale.

This was further supported by fast-than-expected integration of acquisitions and our overall cost discipline in the second quarter. As a result, adjusted EBITDA of $34 million and adjusted EBITDA margins of 31% exceeded the top-end of our Q2 guidance. We continue to manage our operating expenses in line with our expected revenue growth. Most of our operating expense growth is due to increased head-count costs. In the second quarter, we added 122 employees on a year-over-year basis.

Our expense management is agile and we plan to react swiftly, should we see any significant changes in our operating environments. Finally, we delivered approximately $10 million of net income, a reflection of our attractive economics, of our high growth, and high margin software solution. In the second quarter, we generated approximately $29 million of net cash from operating activities and ended the quarter with approximately $224 million of cash on hand, with zero long-term debt.

The strength of the balance sheet remains an advantage for DV, as rising interest rates negatively impact more leveraged companies and decreasing valuations provide opportunities to accelerate long-term growth through strategic investments, including M&A, that will advance our product and technology road map, open up adjacencies such as gaming and audio, and expand our global footprint. We remain disciplined, with regards to our capital allocation, and believe the investment climate is likely to become more favorable over time.

Now turning to guidance, we expect third quarter revenue in the range of $108 to $110 million, which implies year-over-year growth of 31% at the mid-point. We expect third quarter adjusted EBITDA in the range of $32 to $34 million, which implies a year-over-year increase of 25% and an adjusted EBITDA margin of 30% ad the mid-point. For the third quarter, we expect stock-based compensation to range between $10 and $11 million and weighted-average diluted shares outstanding to range between 170 and 172 million shares.

For full-year guidance, we expect revenue in the range of $448 to $450 million, which implies a year-over-year growth of 35% at the mid-point. We expect adjusted EBITDA in the range of $136 to $140 million, which implies a year-over-year increase of 26% and an adjusted EBITDA margin of 31% at the mid-point. Our guidance for the second half of the year reflects the potential impact of a pull-back in digital ad spend and general prudence regarding macroeconomic uncertainty.

As I mentioned earlier, we have raised our full-year revenue guidance by the magnitude of our second quarter performance. Given our expectations of strong revenue growth this year, we intend to capitalize on a more-favorable hiring environment in tech, to add engineering and sales talent, and continue our consistent investments in enhancing our machine-learning capabilities and further building out the IT infrastructure to support our growth.

As previously disclosed, we expect capital expenditures to range between $25 to $35 million in 2022, including investments in office space around the world, as we return to office with a significantly larger employee base. Based on the timing of the spending on office renovations and relocations, we expect to incur most of our full-year capital expenditures by the end of the third quarter.

To close, we delivered a strong second quarter and first half, which reflects the resilience of our business. In this uncertain macroeconomic and geopolitical environment, we continue to engage with our clients regularly to ascertain their commercial outlook and spend as we successfully execute our plan for continued growth for the rest of the year. And with that, we will open the line for questions. Operator, please go ahead.

Operator
Thank you. We will now be conducting a question-and-answer session. If you would like to be placed in the question queue, please press *1 on your telephone keypad. A confirmation tone will indicate your line is in the question queue. You may press *2 if you would like to remove your question from the queue. For participants using speak equipment, it may be necessary to pick up your handset before pressing *1. One moment please while we poll for questions.

Our first question today is coming from Arjun Bhatia from William Blair. Your line is now live.

Arjun Bhatia
Perfect. Thank you very much and congrats on a great quarter, guys. Mark, I just wanted to start with you. It seems like, you know, you've obviously been talking to your customers. I'm curious what are they saying about their outlook on ad spend in the back half of the year, and have you seen any change in that tone.

And then, for Nicola, in -- in, along those lines, how do you think about the visibility that you have, just into your second half guidance? We're obviously in August here, so just a few moments to go, but would love to hear any color that you can share there.

Mark Zagorski
Yeah, thanks for the question Arjun. And it wasn't like we weren't expecting, you know, something around the macroeconomic environment concerning how much talk there is. You know, look. We came off an exceptionally strong first half and, you know, we still think there's strong momentum for our business, going into the second half, which is why, you know, the Q3 numbers that we guided to still remain nice and strong.

We've got, you know, relatively good visibility into the quarter, into Q3, so we feel good about that. But, you know, look. We are not, as we've said, we're super resilient, but we are not totally immune to potential slowdowns in the space and that's why we've factored in, you know, some increased probability of a moderate pull-back, you know, given the macroeconomic environment. You know, we are in regular conversations with our advertisers to get a sense of what their spend will be.

And the nice part for us, just to be very direct, is that, you know, we've got so much diversification across sectors, across different marketplaces, and across platforms, that, you know, even if there's a pullback in one type of spend, whether it's, you know, social or, you know, premium CTV, you know, or implementation across ROI-driven platforms like Programmatic, like Mobile and others, I think puts us in a good position.

So, you know, look. We're going to, you know, weather the storm like other companies in the space, but we think we're in a really good position to do so, based on, you know -- I don't know, Nicola if you have anything else to add?

Nicola Allais
Yeah, the only thing I would say, Arjun, is, obviously, things can move very quickly. But, you know, we're guiding based on what we're seeing today I would qualify it as it -- saying it's a -- it's an assumption of a moderate slow down. But things can move very quickly and we could react to something that's deeper than what we have in the number, and so, a 35% growth rate for the year, which is a strong performance.

Arjun Bhatia
Got it. Thank you. That's super helpful. And then, just another one, if I can, on just the product pipeline. Mark, it seems like there's, obviously a lot of innovation that's going on. You have a lot of new products that are, you know, early in their launch or coming in the back half of the year and into '23. How do you just keep your customer-facing teams and your customers, as well, up to date on all the new stuff that you have coming?

It's obviously -- it's a good problem to have, but is there a sense that, you know, are there are specific capabilities that you're prioritizing as you're talking to your customers that can drive growth and expansion with them in the back of half and into '23, here?

Mark Zagorski
Yeah, it's an excellent question. And look. You bring up a really relevant point, which is, you know, our basket of goods continues to grow. And that adds a layer of complexity to, you know, our relationships with our advertisers, but creates a great opportunity, as well. You know, that basket of goods has new solutions, like attention that actually look at building new metrics, but also includes, you know, broader new coverage of new sectors, like we've -- like as we've done with gaming and as we continue to do in other sectors.

When we move into new sectors, it's a relatively easier sell, because we're taking core solutions and just expanding our coverage into new areas that makes a lot of sense for advertisement. As we launch new products, that, obviously, is a new challenge. Because we're adding another layer -- another thing that an advertiser would want to pay for. And in that case, what we're finding is our ability to continue to bundle and create simple bundles, like we have with, for example ABS and measurement, which make a lot of sense working together, is really to our advantage.

So, I think for us, you know, the -- making – of a -- bundle or simple packages around the ultimate outcome, which is driving a better outcome for an advertiser is how we approach the market. We found it's been it's been incredibly successful, for example, with the growth of ABS and how we've packaged – activation and -- measurement. We think there's further opportunities to do that, as we look at how our products work together.

Arjun Bhatia
Got it. Thank you very much and congrats guys.

Mark Zagorski
Got it.

Operator
All right. Your next question is coming from Youssef Squali from Truist Securities. Your line is now live.

Youssef Squali
Excellent. Thank you very much. And, yeah, you guys seem to definitely be bucking the trend here, which is great to see. So, maybe a two-part question from me. First, just on the visibility that you guys are seeing. Nicola, I think you mentioned this, but how much visibility do you typically have into the, you know, the spend? Is it -- can you quantify that? Is it, like, 60 days, 90 days, 120 days? Any kind of kind of quantification would be helpful and the linearity that you've seen throughout the quarter.

And second, it seems the outperformance was mostly from your core product, ABS, and custom contextual. Can you, maybe discuss demand trends for your newer products, like the pre-bid solutions, in particular, and your attraction you're seeing up-selling and cross-selling those? Thanks.

Nicola Allais
Yeah, Youssef, I'll take the first part of the question. You know, as we've said the in the past, we have greater visibility on the measurement side of the business and that's about three months out, based on blueprint information that the -- that our customers are providing to us so that we can actually tag and follow the campaign. So the visibility that we have into Q3 is really based on what we know the campaign flights are for our customers on the measurement side.

Activation is obviously a lot more transactional and so that's what we're basing our visibility on. The, you know, the second part of your question was, you know, within the quarters, I mean, we basically are now six months into the year and we have two quarters at 43% percent growth, each quarter. The intra-month variability actually didn't impact the total top-line revenue growth, so it's actually been fairly consistent.

Mark Zagorski
Yeah, and maybe I'll pick up on the new producted option and, you know, look, I think we've got some really nice momentum in the -- with our new solutions we mentioned, and it's really around Custom Contextual's growth, year-over-year, of about 200%, you know, off a relatively small base, but still the kind of growth that we want to see there. I think attention continues to gain traction. I mean, we, you know, we measured 250 campaigns in Q2 alone.

You know, and we continue to measure about 50 billion impressions each month, on attention. We've done that in our benchmarking across 12 different verticals, so Attention's getting there. As we've always noted, it's going to take time. You know, we look at solutions, like, you know, Custom Contextual, like taking a core, you know, a core competency in a market that, you know, is comfortable with that, with Contextual targeting and a little bit easier of a launch. It's also an activation or a pre-bid product, so it's a little more seamless.

Something like Attention, you know, we're building an entirely new category, which is super exciting and I think can be really big for us. It just takes a lot, you now, a longer time. But, you know, we're super confident on Attention, we are the leaders in that space, we like the kind of interest that we're getting from advertisers on it, and I think, you know, although the dollars are small and the days are early, it shows a huge amount of potential for us.

Youssef Squali
Great. Thank you.

Mark Zagorski
Got it.

Operator
All right. The next question is coming Laura Martin from Needham. Your line is now live.

Laura Martin
Hi, now. Can you hear me okay, you guys?

Mark Zagorski
Yeah.

Laura Martin
Can you hear me? Oh, fantastic. So, I have ten -- I'll as two. The first one is I want to talk about CTV. So I heard you say that CTV grew 52% or 56% -- fabulous. But I'm questioning how big it is at a -- in the quarter. Are we up to 20% of revenue or is it smaller than that? Let's start with that question.

Nicola Allais
Yeah, Lauran, this is in -- it's single-digit share of revenue. It's still very small. The entire, you know, digital's advertising share on CTV is also in the sort of, you know, 10, 12, 13% and we're -- we are lower than that at this point.

Laura Martin
Okay. So that set up -- sets up the B part of my question better, which we have the measurement conferences you guys know, and iSpot.tv came on and said they're doing $100 million in verification for CTV measurement. So, my question is, you know, do you -- are you guys getting outflanked in the connected television business by a private guy who's got exclusives on LGCTV, data, plus he's got Vizio data? So, can you talk about your competitive position, going forward in CTV posts?

Mark Zagorski
Yeah, I think, you know, I'd -- first off, I'd probably question how much of that $100 million is true measurement versus, you know, actual verification as they claim-- they're doing $100 million in revenue but exclusively in CTV measurement which does not compete with our verification business.

Laura Martin
Okay.

Mark Zagorski
But, beyond that, I think, you know, the core value prop here, to DV, and we've always said this, is a single verification currency across multiple platforms right? And so, we work with advertisers. They want to verify, across social, across display, across mobile, across CTV, so we look at this as -- it's a small part of our business, but a big asset in the fact that it's the ability for us to have one measurement metric, one verification metric across all platforms, which I don't think, you know, single-point solutions have.

Whether, if you're in the CTV measurement of verification business, it's all you got. Right? And I think advertisers are looking for something that's more broad based that can allow them to verify everywhere and I think we're in a good spot to do that. So, I think, you know, we'd also have to look at the approach that different companies are taking in the verification space, whether it's using single sources, like, you know – measurement -- capture or other types.

You know, we look to drive the credited, consistent metrics across every platform and I think, you know, CTV is one of several that are – important to -- us, but also one of several that are important to advertisers. So it's a very long answer to we're not getting outflanked. If anything, you know, we're owning the broader space across multiple different types of platforms and delivering a single verification currency across multiple platforms.

Laura Martin
Okay. Excellent answer, Mark. My other one is on cookies, just to garrison my queue from an expert. So, Google pushed off cookies depreciation for another year, until the second half of 2024. Is that good for you? Is it bad for you? And how -- and also stepping back from, just, DoubleVerify, can you talk about how you feel? Is that good for the ecosystem or does it elongate the uncertainty of what happens after cookies? I'm just interested in your macro thoughts on cookies for the entire open internet. Thank you.

Mark Zagorski
Yeah. So, I think, you know, we've gotten this question before and we've always said, you know, cookie depreciation is neutral deposit (ph) to us. It's, you know, we -- our system works, you know, without, you know, identifiers in that -- in, you know, cookie identifiers to build our metrics. So, you know, them going away doesn't have an operational impact on us but could have a positive impact on solutions like Custom Contextual targeting and other types of metrics, like attention, which don't rely on individual trackers.

But I think, you know, pushing that off a bit -- does it hurt our business? Not really. Because it ultimately will happen and, you know, at the end of the day, whether through government intervention or commercial changes, you know, identifiers and trackers across user devices and data. From a macro perspective, it's a great question. Because so many -- even in our investor day, if you remember hearing, like so many advertisers have already been preparing for this and building systems around, you know, clean rooms and, you know, first-party data and the ability to use other metrics, that I feel like only delaying the inevitable of what they're already planning to do -- right? -- which is start to move away from individual, cookie-based re-targeting, move away from audience-based targeting into areas where, you know, that are bit more comfortable from a privacy perspective.

I -- do I think people are going to take advantage of cookie -- being able to use cookies up until the last day they can use them? -- absolutely. I mean, there's no doubt. Because, you know, if something works and you can still use and you don't have to do additional work to make something else happen, you're going to do it. So -- but I do think so much groundwork has been laid to actually work without cookies that some of that is already just in motion and people are going to start to adapting to that change anyways.

Laura Martin
Thanks very much. Appreciate it.

Mark Zagorski
Got it.

Operator
Thank you. Next question is coming from Michael Graham from Canaccord. Your line is now live.

Michael Graham
Thank you. And congrats on the quarter everyone. I just wanted to ask two. The first is on ABS. I know you mentioned that a lot of the expansion in MTF was due to, you know, that product applying to some of your international customers and I just wonder if you could update on sort of where we are in the arch of, you know, ABS penetration in your overall business?

And, you know, kind of second but related, you activation revenue grew 3x as fast as measurement and that's kind of unusual for that kind of growth rate disparity to stay so high after, you know, activation has become, you know, the bigger part of your revenue mix. I'm just wondering if you could share any thoughts on how long you expect activation revenue to grow so much faster than measurement.

Mark Zagorski
Yeah, so, yeah, look. I think we continue to love ABS, as, you know, the little engine that keeps on driving growth. You know, we are excited about the fact, you know, that we look at, you know, up over 90% of our top 100 customers are using ABS and measurement. We sill have a huge amount of opportunity in the next, you know, 100 plus, you know 64% of our top 500 customers use Activation and Measurement, up from 58% a year ago.

That still leaves a big chunk of advertisers in that, you know, 100 plus customer base to go after. I think we've seen a significant amount of growth in there. And, you know, I think one of the things that we've really loved about ABS is, initially, we thought hey, this is a premium product for big brands who are incredibly sophisticated. And, you know, once we tap that out, you know, we'll start to see a -- that slow.

However, you know, we're starting to see this now being an awesome product for mid-sized advertisers. It's growing globally as advertisers move dollars around the world and expand their usage around the world. So we still see a good amount of runway, you know, with ABS -- of growth that's come from ABS. So, you know, we certainly are not -- don't want to be -- consider Activation as a one-trick pony, because we've got other things in Activation that also continue to grow, like Custom Contextual and other things, you know, in the pipeline.

But, I think we have ABS -- we still have a good amount of room there. With regard to the activation growth versus Measurement. I think, you know, Activation is, you know, complies to both pre-bid tools and programmatic as well as Activation tools that we're do -- using -- implementing in social from OpenSlate. So we've got, you know, a good array of solutions there that I think we've probably done just a bit more innovation on that side, which is allowing us to kind of drive growth there a bit faster.

Measurement tends to be stickier, long sales cycles, more consistent in growth, so like, we like to keep that number, you know, it's probably more of a steady-growth number. It's a bit less fluid, but a bit more sticky. Activation, which tends to be a lot of campaign-driven, Programmatic-type implementations, can grow faster because it's a bit more fluid and more flexible.

So, you know, I don't think that, you know, we feel pretty strong, runway, on Activation and on Programmatic tools. Will that multiple of growth be that large, moving ahead? I could see that slowing down at some point, you know, as Measurement starts to stabilize and sticks to where it is and as Activation does, as well. I don't know, Nicola, anything else to add onto that?

Nicola Allais
The only thing I would say, Michael, is the wall garden measurement part of the business -- we are still under-penetrated there. Right? Very true. There is a large TAM there that still needs to be measured. If you're thinking about TikTok just starting, if you think about opportunities on Meta, so I think we, obviously, follow wherever the dollars are going, from our advertiser perspective, but I think there's quite a bit still on tap, on the Measurement side.

Michael Graham
All right. Sounds good. Thanks a lot, guys.

Michael Zagorski
For sure.

Operator
All right. The next question is coming from Andrew Boome from JMP Securities. Your line is now live.

Andrew Boome

Good afternoon and thanks for taking my questions. I'd like to start off with just performance products. With Custom Contextual ramping and Authentic Attention begin testing, it sounds like later this month, can you talk about how this widens your opportunity? If it's already bringing in clients with more lower-funnel ad objects or how do we think about the potential for that, going forward?

And then secondly, on international, you guys made significant personnel investments last year. Understood FX was a headwind this quarter, but you -- can you talk about your progress in international within LP to take share or how do we think about the return on those investments today? Thanks so much.

Mark Zagorski
Sure. So, on the, you now, on the Performance tools, you know, it's interesting, because it's a little -- it actually plays in two different ways for us. It's definitely loudest to bring in and attract some new clients. All right? So, those particularly around Attention and Contextual, and which some folks that we haven't talked to before who are looking to drive more, as you noted, bottom-funnel results that are looking to, you know, have more, different ways to qualify content and, you know placements to drive outcomes.

And I think, you know, as we've always talked about, we've got this evolution of our business, moving from protection to performance, and thins like ABS are really good protective tools. Right? They ultimately drive performance by getting the garbage out of the system, but things like Custom Contextual and Attention really look to refine what's left and optimize the spend against what works. By going that further down the funnel, we are attracting more, you know, a new breed of advertiser who is concerned, not just with how safe their brand is, but with how well their -- their ads perform, ultimately overall, and using our tools to do so.

So it's -- the cool part about that is, is it just -- it does open us up to a new type of advertiser, and while we get in there, it allows us to sell all of our other stuff to them, too, which I think is -- which is great. Additionally, we look at these as add-on solutions to our core advertisers who are maybe less lower-funnel, but still looking to optimize performance. So brand suitability or brand safety still may be their number one goal and maybe driving brand.

However, if they can continue perf -- refine the performance of those campaigns by using this tool, it's a great add-on for them. So, I think our Performance tools have both attracted new types of customers, which we can then sell our broader-basket of goods, and allowed us to, you know, appeal to some of our current customers who are saying, yeah, this is great. We've always relied on you guys for verification safety. Now, I can look at you as also helping refine and drive a better outcome.

So, it's a great insight. It, you know, we've -- I think we've benefited, both from current clients and, you know, attracting new clients by pushing these new tools and that's why product innovation is so important to us as we continue to grow, over time. The second part of your question, on international investment, I think, you know, you nailed it with the fact that, you know, last year we, you know, leaned pretty heavily into sales and marketing resources, you know, particularly outside of the U.S.

We are definitely seeing the, you know, the result of that in our continued growth and win rate and our greenfield win rate. Right? So when we look at a lot of our deals, they're not only outside the U.S., but they are global companies in which having a support and sales force outside the U.S. has been critical for us in closing the deals. So, you know, I think when you look at our growth, outside of the U.S. growth is probably not even the best indicator of the return on investment from those, you know, from those resources.

It's the size and scope and scale of some of the, you know, the deals that we've done or that we've closed in the last quarter. And you look at some of the names, you know, on our list of new deals. So, you know, folks like British Airways -- right? -- and Banco Santander, you know, these are huge, global clients that were supported by our global sales team, but they're also, you know, domestic clients as well. Right?

So, I think the investment's paid off well, you know, and I think, you know, we've always said we were kind of under invested outside the U.S. I think we're at the right size of investment now to take advantage of, you know, bigger global deals, support those bigger, global deals, as well.

Nicola Allais
Yeah, the only other thing I would add on the international is, you know, yes there are headwinds in the second quarter related to effects, which is not particular to us. But if you think longer term, if, you know, our view is that over 50% of our spend is outside of the U.S., excluding search, and outside of the U.S. revenues, last year, was 26% of measurement. So, there's a gap there that we see as an opportunity. As Mark said, the investments are made and, you know, remains a very large opportunity for us.

Andrew Boome
Thanks, guys. Nice quarter.

Mark Zagorski
All right, Andrew.

Operator
All right. The next question today is coming from Vasily Karasyov from Cannonball Research. You line is now live.

Vasily Karasyov
Thank you. Good afternoon. I wanted to ask a couple of questions about the new relationship you mentioned with the Wal-Mart Media Group. So question number one, did I understand correctly that that relationship was fall into the Measurement market? And if that's not correct, can you please explain the nature of the relationship?

And the second question is, so retail media, you talked about how -- what a great growth opportunity it is for you. As you know, one of your partners, The Trade Desk, is also doing a lot of work with Wal-Mart Media, with programmatic shopper marketing. So, I was wondering if that's something that you see as an opportunity, too, and if you could tell us how you think about it, in terms of your positioning and, you know, your prospects there?

Mark Zagorski

Yeah, so, just in qualifying the Wal-Mart Media Group expansion, it was -- it falls into our Activation revenue. So this some pre-bid viewability solutions with them so that it falls into Activation revenue. And the neat part about, just to take a step back, the interesting thing about our retail media network relationships, they really span all three revenue line items that we have. So some of the relationships are platform relationships, in which we're providing a solution directly for the retail media network, that then they use for people buying into them.

Some of them are directly with the retailers themselves, ensuring that they're spend that goes across, so the re -- the buys that they do to re-target or re-s -- to re-target clients are safe and secure. And some of them are real measurement deals, as well. So, you know, we've got -- the nice thing about our arsenal, for folks who are in the retail media space, their needs are varied and our ability to supply all aspects of them -- them as buyers, them as sellers, and them as platforms, you know, is all covered with our solutions, which is great and that's why we get so excited about the space.

With the regard to the specific TradeDesk implementation, you know, I think all of our solutions, you know, work really well with, you know, the Activation or, you know, Programmatic tools that are out there. And I as noted earlier, because we're, you know, we're able to implement data in Programmatic platforms, you know, as a, you know, as a standalone in the platform itself, whereas a measurement metric that can be used across those retail media networks, we've got a lot of flexibility in how we, you know, we work with each one of these advertisers.

So, you know, we're not working directly with TradeDesk on what they're doing with Wal-Mart, but we certainly have a great relationship with TradeDesk, a great relationship with Wal-Mart and I think, you know, obviously, the strategy of those folks is to coordinate tools like ours with platforms like TradeDesk to drive the best outcomes they possibly can.

Vasily Karasyov
Thank you.

Mark Zagorski
Got it.

Operator
All right. The next question today is coming from Mark Murphy from JP Morgan. Your line is now live.

Arry
Hey, guys. This Arry (ph) on for Mark Murphy. Thanks for taking my question and congrats on the quarter. First question, you know, when went across the macro environment, we've heard from a lot of other software companies that they're experiencing some headwinds with new logo acquisition. Are you guys seeing any change in the structure between the land and extend motion? Thanks.

Mark Zagorski
It's a great question. I mean, obviously, when you are, you know, we're heading into potentially challenging times, the ability to close new clients is more challenging than the ability to upsell clients. And the key is that

expand and you balance the value of the expand with the challenges that you have the with lands. Right? Because customers become a bit less adventurous, which is great for us if we have a relationship with them.

Because they're more willing to buy our solutions to drive more volume through a solution that they have confidence with than they have in actually trying something totally new. So the fact that we've got, you know, these really sticky relationships with over 1,000 global brands, I think, and those are blue-chip brands, really gives us a bull arc against, you know, heavy, you know, switching, you now, the ability for those advertisers to switch, particularly in a challenging time.

Does it make selling new customers, I mean on the flip side, does it make selling new customers a little tougher? It does. Right? But the key is, can you leverage your expand so that it's greater than or equal to any declines in your land. And I think we're in a good position to do so. We've seen strong, recurring revenue growth the first half of the year. We continue to grow with our current customers, as we've noted with upselling Activation solutions to a larger percentage of them, year-over-year.

So, I think we're in a good position to take advantage of maybe some of the increased caution of advertisers switching solutions and sticking with a singular platform that can, you know, they can continue to expand with. So, yeah, I think it's a good insight. I think we're well positioned to, you know, to weather any slowdowns in, you know, new acquisitions.

Arry
Got it. Thanks for the color. And then, so the second one, you know, given the broad industry exposure you guys have, are you guys seeing any divergences, in terms of some verticals performing better than others?

Nicola Allais
You know, so far what we've seen is a return from very low points for a CPG in travel. So those are comparatively performing better for us versus, you know, low points of last year, where we're still, sort of, COVID impacted. You know, the one industry where we're not seeing as much of a pick-up, is auto. It remains -- it is growing, but not as fast as the others. But as a, you know, more generally for us, not a single industry is above 20% of our revenue. So, it's not a huge overweight, one way or the other, but to answer your question, auto is the one that seems to still be, sort of, slower growing.

Arry
Got it. Thank you.

Operator
Thank you. The next question is coming from Eric Sheridan from Goldman Sachs. Your line is now live.

Eric Sheridan
Thanks so much for taking the questions. Maybe two, if I can. If you were to continue to put up this kind of revenue outperformance between now and the end of the year, can you help us better understand how you think, philosophically, about allowing money to drop to the bottom line versus finding it in real-time ways to, like, invest back in the business as we look over the next couple quarters?

And then zooming out, how should we be thinking about the decision process for either organically investing in the business in '23 and beyond versus the comments you made about maybe inorganically doing some M&A that could speed up some of your longer-term agendas as we move out of this year and into next? Thanks so much.

Nicola Allais
So, Eric, I'll start. The -- we haven't changed our point of view that we are still in a very growth mode. And so, you know, the first priority will be to reinvest into the business. You know, we do feel strongly that the results that we're showing this year are, in part, due to the investments that we made the year before and the before, even through COVID we continued to invest.

So, you know, falling to the bottom line is certainly not our priority, in terms of additional revenue growth. It is more about investing. And the investments change. Right? But they remain consistent, in terms of dollars. We do keep our eye on a 30% margin and it feels like it gives us enough leeway, if things were to change quickly -- to change trajectory. But we are looking to continue to invest.

In terms of M&A versus, you know, operational investments, yes, of course, we keep looking at it. We have, as you know, we're holding $220 million of cash. It does feel like the market is going to become a more favorable environment for acquisitions, but we're going to remain very disciplined as to, you know, which acquisition we go after because the organic growth is so strong and it gives us such an opportunity to continue to succeed within our own operations.

Mark Zagorski
Yeah, and to just add one little bit of color there, is, you know, I think the key word Nicola mentioned in scale. And we're going to continue to lean in this opportunity to scale the business. I think we've mentioned before that, you know, scale drives a virtuous cycle, whereas we grow bigger, as a company, we get smarter. As we get smarter, we're able to deliver better results for our advertisers. As we deliver better results, we're able to retain and grow the advertiser base, which drives scale. Right?

And I think that virtuous cycle is something we're going to continue to feed and we'll do so on a pragmatic basis. But we're certainly not going to stop that wheel from spinning. So I think scale is really important to us. We drive scale through acquiring new customers and by being innovative and covering new sectors. Right? And those are innovations that, or those are investments that we'll continue to make as long as they make sense for us. And for right now, it's for the foreseeable future.

Operator
All right. The next question is coming from Mark Kelley from Stifel. Your line is now live.

Mark Kelley
Great. Thank you very much. My first question was just on, you know, some of the newer channels that you're starting to accommodate. I guess, what do you think, nose to the dial (ph), near-term, whether it's, you know, gaming, audio, et cetera?

And then, the second question is, on the authentic attention snapshot that you talked about the beginning, is that something that you plan on offering indefinitely, that premium product? Or is it something that, you know, you'll do near to medium term just to, you know, get some folks interested in that product and then, you know, not really offer that? Thank you.

Mark Zagorski
Yeah. Some great questions. Thanks for them, you know, Mark. On the first side, you know, when you look at, it's interesting, you know, we look at sectors and, roughly-speaking, in-game advertising and audio advertising are about the same size, in billions, as an advertising opportunity. For us, all of them, it's kind of like the sum of the parts greater than, you know -- what do they say? -- the sum of the whole is greater than the individual parts. Right?

So, when we look at our solution, having coverage across all of those different areas, whether it's gaming, audio, CTV, social, mobile, desktop, you know? All of them, together, drive an incredibly high-value proposition for our solution. So, we don't look at any individual one as being, okay, we're going to make x-million dollars off of the gaming space or we're going make x-million off audio. They become part of the bigger value prop that just says, as we look to verify everywhere, our solution becomes more and more valuable, it's used in more and places and it just makes us stickier with our clients.

So think of each move into a new sector as both being something that is strategic because it creates a stickier relationship with our advertisers, but also adds to that whole and that whole pie just gets bigger and bigger and it gets bigger, not just from the fact that we added a new sector, but the value proposition to our clients goes up incrementally, as well, and makes it harder to lose and to shake us.

So I think, you know, we're excited about gaming, we're excited about moving into audio. As Nicola mentioned earlier in the call, on another question, you know, CTV is still small, but it's an important part of that matrix. And it's like if you don't have CTV coverage and you don't have gaming coverage, you're probably not going to end up getting a deal or staying with a customer, over time. So they're essential to us. I think it's important for us to be everywhere.

All of them add something to the overall revenue trajectory, but each one is not something, in itself, but I think is valuable. And that's why I was looking at points solutions that only cover one sector, as being incredibly short lived. Right? If you're only doing measurement in CTV or you're only doing measurement across social, or verification across social, like, you're going to be, you're not going to have a long tenure in this space.

And for us, it's about stickiness, tenure, covering everywhere. So, I think that's the first part of your question. The second is, on Snapshot, you know I think the, you know, we're going to roll this out. We're going to see uptake on it, and really this is a vehicle -- it's an upsell vehicle for us, to move, you know, to get attention socialized, as it gets more standardized in the space.

I there is probably an option for us, at some point, to take Snapshot and enhance it even further and move it from a freemium solution to a paid solution. But I think for now, we're looking at it as a marketing investment to get attention metrics in front of our customers and sell them the, you know, the full-fledged premium product, down the road.

Mark Kelley
Perfect. Makes sense. Thank you.

Mark Zagorski
Got it.

Operator
All right. The next question is coming from Justin Patterson with KeyBanc. Your line is now live.

Justin Patterson
All right. Thank you and good afternoon. Two, if I can. For, just, market ball data -- I'm curious to see -- hear how you've heard about the pipeline for M&A changing. I imagine there's some companies that might be looking more for exit these days, that more attracted those. And secondly, I just wanted to tease out a little bit more about the campaign automator.

I realize closed beta now but, it seems like a product to leverage a lot of -- to advertisers, add some efficiencies. And it seems one that could deeper relationships within there. I'm curious to hear how you think about that being things like depth or excuse me, MTM, just number of transactions flowing through customers and potentially upsell opportunities, over time. Thank you.

Mark Zagorski
Yeah, I'll talk a little bit on the M&A front and Nicola please chime in. But I think, you know, obviously choppy markets make great opportunities for buyers. And, particularly when we're looking at, what we kind of roadmap accelerators. These maybe little technical tuck-ins that aren't really businesses but are really cool features or things that we want to do to accelerate our move into a certain sector.

A lot of those tend to be over-valued because they don't make a lot of money, but they're really essential, in a larger, kind of platform. And in markets like this, their expectations of value decline rapidly, because they, you know, run out of funding because most of the time they don't make much money. So I think in that sector, it provides a really interesting opportunity.

And then as I noted earlier, in another question, which is like, you know, single-point solutions that allow us to extend our entire basket of goods that becoming increasingly challenging for an advertiser to just buy multiple of. You know, if there's one that happens in choppy markets, is that advertisers look to reduce overhead and managing multiple solutions incurs overhead.

So if you are point solution and an advertise is looking, hey, I have to manage six things or I can manage three, you're going to get cut. So, our ability to kind of bundle those point solutions into our package make it easier for them to manage, I think is a big advantage for us and also puts them -- those point solutions in a challenging position, which actually dove tails into the second part of your question, which is Campaign Automator.

We think there's no better time for us to be launching this solution because it is all about creating a more low-overhead implementation of tags across ad severs so that, really, it's much more of a self-service proposition. It not only lowers the advertiser's engagement, but it actually lowers our cost, too. Because, you know, the amount of hand holding we have to do with tag creation and tag management goes down, the amount of troubleshooting goes down, so I think this is a win for everybody.

It's a win for the advertisers to streamline workflow, give them more self-service tools. It's a win for us because it takes less management to do so. So, we're excited about it. Like I said, it's early but were hoping for a general launch in the second half of this year, later in the second half of this year. But we're really optimistic about its ability to, you know, lower the overhead costs and streamline the implementation process of our measurement tags. Nicola, anything to add on the M&A front (inaudible)?

Nicola Allais
No, I think Mark captured it. I think it is a -- it is, obviously gong to be a better environment. The key for us is just to remain, just find the right tuitions that are, you know, that are just going to accelerate our road map, so.

Just Patterson
Great.

Operator
Thank you. We've reached the end of our question-and-answer session. I would like to turn the floor back over for any further closing comments.

Mark Zagorski
Thank you. Just want to thank everyone for joining us today. We are super excited about our results in the first half of the year and looking forward to performance in the second half of the year, as well. We'll talk to you all soon. Thank you.

Operator
Thank you. That does conclude today's teleconference. You may disconnect your line at this time and have a wonderful day. We thank you for your participation today.