

## GAAP Statement of Operations - Quarterly

(unaudited)  
(in thousands, except share and per share amounts)

	QTD March 31, 2017	QTD December 31, 2016	QTD September 30, 2016	QTD June 30, 2016	QTD March 31, 2016	QTD December 31, 2015	QTD September 30, 2015	QTD June 30, 2015	QTD March 31, 2015
Revenue	\$ 28,329	\$ 31,763	\$ 27,992	\$ 27,098	\$ 26,347	\$ 29,434	\$ 24,379	\$ 24,182	\$ 22,590
Cost of revenue (1) (2)	6,842	7,033	6,811	6,863	6,913	6,727	6,290	6,401	6,416
Gross profit	21,487	24,730	21,181	20,235	19,434	22,707	18,089	17,781	16,174
Operating expenses (1) (2):									
Sales and marketing	16,039	13,538	13,824	15,743	13,497	11,656	12,339	13,992	15,784
Research and development	4,971	4,659	4,512	4,410	4,155	4,253	4,010	4,172	4,131
General and administrative	8,530	6,311	5,525	6,822	6,421	7,596	6,484	6,212	5,315
Total operating expenses	29,540	24,508	23,861	26,975	24,073	23,505	22,833	24,376	25,230
(Loss) income from operations	(8,053)	222	(2,680)	(6,740)	(4,639)	(798)	(4,744)	(6,595)	(9,056)
Other (expense) income:									
Interest income (expense), net	28	10	11	(1)	(21)	(42)	(60)	(38)	(44)
Other income (expense), net	57	36	90	(8)	55	101	14	120	6
Total other (expense) income	85	46	101	(9)	34	59	(46)	82	(38)
(Loss) income before income taxes	(7,968)	268	(2,579)	(6,749)	(4,605)	(739)	(4,790)	(6,513)	(9,094)
Income tax expense (benefit)	88	(5,567)	(27)	(22)	(42)	(59)	1	11	(138)
Net (loss) income	\$ (8,056)	\$ 5,835	\$ (2,552)	\$ (6,727)	\$ (4,563)	\$ (680)	\$ (4,791)	\$ (6,524)	\$ (8,956)
Net (loss) income per share:									
Basic	\$ (0.31)	\$ 0.23	\$ (0.10)	\$ (0.26)	\$ (0.18)	\$ (0.03)	\$ (0.19)	\$ (0.26)	\$ (0.36)
Diluted	\$ (0.31)	\$ 0.21	\$ (0.10)	\$ (0.26)	\$ (0.18)	\$ (0.03)	\$ (0.19)	\$ (0.26)	\$ (0.36)
Weighted average common shares outstanding:									
Basic	26,056,881	25,878,260	25,723,749	25,520,847	25,292,405	25,188,595	25,110,212	25,017,823	24,930,451
Diluted	26,056,881	27,577,027	25,723,749	25,520,847	25,292,405	25,188,595	25,110,212	25,017,823	24,930,451
(1) Includes stock-based compensation as follows:									
Cost of revenue	\$ 297	\$ 318	\$ 330	\$ 342	\$ 269	\$ 215	\$ 238	\$ 276	\$ 263
Sales and marketing	776	1,124	1,161	1,369	1,121	599	1,208	1,452	1,162
Research and development	568	477	496	546	443	394	397	514	384
General and administrative	1,283	1,136	878	1,660	1,592	1,356	1,254	1,044	1,081
	\$ 2,924	\$ 3,055	\$ 2,865	\$ 3,917	\$ 3,425	\$ 2,564	\$ 3,097	\$ 3,286	\$ 2,890
(2) Includes depreciation and amortization as follows:									
Cost of revenue	\$ 1,059	\$ 1,135	\$ 1,109	\$ 1,145	\$ 1,243	\$ 1,450	\$ 1,336	\$ 1,152	\$ 1,048
Sales and marketing	273	283	266	280	307	351	334	301	278
Research and development	111	113	111	112	122	148	136	117	105
General and administrative	290	346	420	423	423	481	535	519	502
	\$ 1,733	\$ 1,877	\$ 1,906	\$ 1,960	\$ 2,095	\$ 2,430	\$ 2,341	\$ 2,089	\$ 1,933

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

<i>(unaudited)</i> <i>(in thousands)</i>	QTD March 31, 2017	QTD December 31, 2016	QTD September 30, 2016	QTD June 30, 2016	QTD March 31, 2016	QTD December 31, 2015	QTD September 30, 2015	QTD June 30, 2015	QTD March 31, 2015
Revenue	\$ 28,329	\$ 31,763	\$ 27,992	\$ 27,098	\$ 26,347	\$ 29,434	\$ 24,379	\$ 24,182	\$ 22,590
Cost of revenue	6,545	6,715	6,481	6,521	6,644	6,512	6,052	6,125	6,153
Gross profit	21,784	25,048	21,511	20,577	19,703	22,922	18,327	18,057	16,437
Operating expenses:									
Sales and marketing	15,263	12,414	12,663	14,374	12,376	11,057	11,131	12,540	14,622
Research and development	4,403	4,182	4,016	3,864	3,712	3,859	3,613	3,658	3,747
General and administrative	4,708	5,175	4,647	5,162	4,829	5,131	5,230	4,512	4,234
Total operating expenses	24,374	21,771	21,326	23,400	20,917	20,047	19,974	20,710	22,603
(Loss) income from operations	(2,590)	3,277	185	(2,823)	(1,214)	2,875	(1,647)	(2,653)	(6,166)
Other (expense) income:									
Interest income (expense), net	28	10	11	(1)	(21)	(42)	(60)	(38)	(44)
Other income (expense), net	57	36	90	(8)	55	101	14	120	6
Total other (expense) income	85	46	101	(9)	34	59	(46)	82	(38)
(Loss) income before income taxes	(2,505)	3,323	286	(2,832)	(1,180)	2,934	(1,693)	(2,571)	(6,204)
Income tax expense (benefit)	88	(5,567)	(27)	(22)	(42)	(59)	1	11	(138)
Net (loss) income	\$ (2,593)	\$ 8,890	\$ 313	\$ (2,810)	\$ (1,138)	\$ 2,993	\$ (1,694)	\$ (2,582)	\$ (6,066)

## GAAP to Non-GAAP Reconciliation - Quarterly

<i>(unaudited)</i> <i>(in thousands)</i>	QTD March 31, 2017	QTD December 31, 2016	QTD September 30, 2016	QTD June 30, 2016	QTD March 31, 2016	QTD December 31, 2015	QTD September 30, 2015	QTD June 30, 2015	QTD March 31, 2015
<b>GAAP Gross profit as reported</b>	\$ 21,487	\$ 24,730	\$ 21,181	\$ 20,235	\$ 19,434	\$ 22,707	\$ 18,089	\$ 17,781	\$ 16,174
Add: Stock-based compensation	297	318	330	342	269	215	238	276	263
<b>Non-GAAP Gross profit</b>	\$ 21,784	\$ 25,048	\$ 21,511	\$ 20,577	\$ 19,703	\$ 22,922	\$ 18,327	\$ 18,057	\$ 16,437
<b>GAAP (Loss) income from operations as reported</b>	\$ (8,053)	\$ 222	\$ (2,680)	\$ (6,740)	\$ (4,639)	\$ (798)	\$ (4,744)	\$ (6,595)	\$ (9,056)
Add: Stock-based compensation - Cost of Revenue	297	318	330	342	269	215	238	276	263
Add: Stock-based compensation - S&M	776	1,124	1,161	1,369	1,121	599	1,208	1,452	1,162
Add: Stock-based compensation - R&D	568	477	496	546	443	394	397	514	384
Add: Stock-based compensation - G&A	1,283	1,136	878	1,660	1,592	1,356	1,254	1,044	1,081
Add: One-time charge for VDAs related to sales taxes	2,539	—	—	—	—	—	—	—	—
Add: Headquarters relocation and related costs	—	—	—	—	—	1,109	—	—	—
Add: One-time severance and related costs	—	—	—	—	—	—	—	656	—
<b>Non-GAAP (Loss) income from operations</b>	\$ (2,590)	\$ 3,277	\$ 185	\$ (2,823)	\$ (1,214)	\$ 2,875	\$ (1,647)	\$ (2,653)	\$ (6,166)
<b>GAAP Net (loss) income as reported</b>	\$ (8,056)	\$ 5,835	\$ (2,552)	\$ (6,727)	\$ (4,563)	\$ (680)	\$ (4,791)	\$ (6,524)	\$ (8,956)
Add: Stock-based compensation - Cost of Revenue	297	318	330	342	269	215	238	276	263
Add: Stock-based compensation - S&M	776	1,124	1,161	1,369	1,121	599	1,208	1,452	1,162
Add: Stock-based compensation - R&D	568	477	496	546	443	394	397	514	384
Add: Stock-based compensation - G&A	1,283	1,136	878	1,660	1,592	1,356	1,254	1,044	1,081
Add: One-time charge for VDAs related to sales taxes	2,539	—	—	—	—	—	—	—	—
Add: Headquarters relocation and related costs	—	—	—	—	—	1,109	—	—	—
Add: One-time severance and related costs	—	—	—	—	—	—	—	656	—
<b>Non-GAAP Net (loss) income</b>	\$ (2,593)	\$ 8,890	\$ 313	\$ (2,810)	\$ (1,138)	\$ 2,993	\$ (1,694)	\$ (2,582)	\$ (6,066)