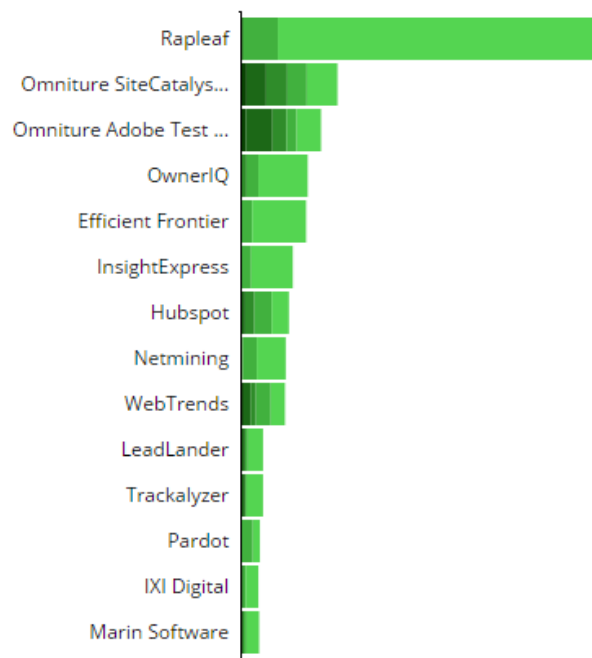


Competitive Position



Gain from competitors

A breakdown of what customers have eventually migrated from to Silverpop since 2011.

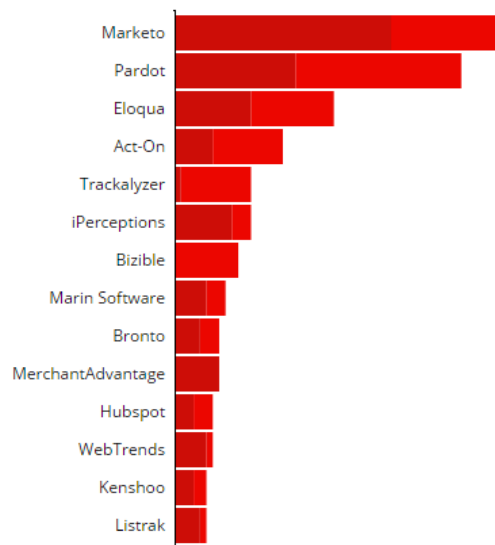


Name	2011	2012	2013	2014	2015	Total
 Rapleaf	0	0	4	44	410	478
 Omniiture SiteCatalyst	8	25	27	25	39	125
 Omniiture Adobe Test and ..	7	34	18	13	31	103
 OwnerIQ	0	1	7	15	63	88
 Efficient Frontier	0	0	1	14	69	85
 InsightExpress	0	0	2	12	53	68
 Hubspot	2	4	12	22	22	62
 Netmining	0	0	3	18	37	61
 WebTrends	4	9	7	19	18	57
 LeadLander	1	5	0	4	19	29

Loss to competitors

Silverpop are Losing Customers to

Customers that currently use related technologies that stopped using Silverpop since 2011.



Legend



Name	2011	2012	2013	2014	2015	Total
 Marketo	0	0	0	34	17	51
 Pardot	0	0	0	19	26	46
 Eloqua	0	0	0	12	13	25
 Act-On	0	0	0	6	11	17
 Trackalyzer	0	0	0	1	11	13
 iPerceptions	0	0	0	9	3	12
 Bizible	0	0	0	0	10	10
 Marin Software	0	0	0	5	3	8
 Bronto	0	0	0	4	3	7
 MerchantAdvantage	0	0	0	7	0	7

Overall gain/loss to competitors

Overall Net Gain/Loss						
Technology	2011	2012	2013	2014	2015	Total
 Hubspot	0	0	0	19	19	38
 WebTrends	0	0	0	14	17	31
 Omniiture Adobe Test and Target	0	0	0	0	29	29
 LeadLander	0	0	0	0	16	16
 Demandbase	0	0	0	15	1	16
 Marin Software	0	0	0	-1	13	12
 Trackalyzer	0	0	0	1	10	11
 InsightExpress	0	0	0	9	0	9
 IXI Digital	0	0	0	2	0	2
 Visual Sciences	0	0	0	2	0	2