



Company Overview

May 2022

Cautionary Statement

This presentation contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements include non-historical statements about our expectations, beliefs or intentions regarding our business, technologies and products, financial condition, strategies or prospects. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: the risks set forth under the heading "Forward-Looking Statements" and "Risk Factors" in red violet's Form 10-K for the year ended December 31, 2021 filed on March 9, 2022, as may be supplemented or amended by red violet's other SEC filings. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

You are cautioned not to place undue reliance on these forward-looking statements, which are based on red violet's expectations as of the date of this presentation and speak only as of the date of this presentation. red violet undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Without limiting the foregoing, the inclusion of the financial projections in this presentation should not be regarded as an indication that the Company considered, or now considers, them to be a reliable prediction of the future results. The financial projections were not prepared with a view towards public disclosure or with a view to complying with the published guidelines of the Securities Exchange Commission, the guidelines established by the American Institute of Certified Public Accountants with respect to prospective financial information, or with U.S. generally accepted accounting principles. Neither the Company's independent auditors, nor any other independent accountants, have compiled, examined or performed any procedures with respect to the financial projections, nor have they expressed any opinion or any other form of assurance on such information or its achievability. Although the financial projections were prepared based on assumptions and estimates that the Company's management believes are reasonable, the Company provides no assurance that the assumptions made in preparing the financial projections will prove accurate or that actual results will be consistent with these financial projections. Projections of this type involve significant risks and uncertainties, should not be read as guarantees of future performance or results and will not necessarily be accurate indicators of whether or not such results will be achieved.

Management evaluates the financial performance of our business on a variety of key indicators, including non-GAAP metrics of adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin. Adjusted EBITDA is a financial measure equal to net income (loss), the most directly comparable financial measure based on US GAAP, excluding interest (income) expense, net, income tax expense, depreciation and amortization, share-based compensation expense, litigation costs and write-off of long-lived assets and others. We define adjusted EBITDA margin as adjusted EBITDA as a percentage of revenue. We define adjusted gross profit as revenue less cost of revenue (exclusive of depreciation and amortization), and adjusted gross margin as adjusted gross profit as a percentage of revenue.



March 26, 2018

Initial Listing



NASDAQ: RDVT

Ticker Symbol



6,500+

Customers



\$47M

TTM Revenue⁽¹⁾



75%

Adj. Gross Margin⁽¹⁾



77%

Contractual Revenue⁽¹⁾



Most Advanced Identity Intelligence Platform

Cloud-native platform delivering greater intelligence and unparalleled insight for decision-making capabilities



Scalable and Efficient

Quick and cost-effective deployment that is scalable to virtually unlimited capacity and performance



Large and Growing Market

Numerous expansion and increased penetration opportunities



Designed with Security in Mind

Built in a secure payment card industry (PCI) compliant environment



Proven Management Team

Highly experienced management team with track record of scaling businesses

Our Brands



Leading analytics and information solutions provider delivering actionable intelligence to the risk management industry






























FOREWARN®

Instant knowledge to help Real Estate professionals better understand and address risk

⁽¹⁾ For the quarter ended March 31, 2022.

Seasoned Management Team With Deep Data and Analytics Industry Experience

Name and Title	Biography	Prior Experience
 Derek Dubner <i>CEO</i>	<ul style="list-style-type: none">Over 20 years of experience in the data and analytics industryBuilt leading information management companies which sold for an aggregate value of approximately \$1 billion	    
 James Reilly <i>President</i>	<ul style="list-style-type: none">Over 20 years of executive experience in data markets	  
 Dan MacLachlan <i>CFO</i>	<ul style="list-style-type: none">Over 15 years of experience as the CFO of data-driven technology companies	   
 Jeff Dell <i>CIO</i>	<ul style="list-style-type: none">Over 20 years of experience in Information Security as an executive in data-driven technology companies	  
 Angus Macnab <i>CTO</i>	<ul style="list-style-type: none">Over 15 years of experience in data science, engineering, and scientific computing	 
 Jim Greenwell <i>GM, Identity</i>	<ul style="list-style-type: none">Over 20 years of experience in the digital identity and mobility space, working as an executive and adviser to leading identity management and information solutions providers	   

Challenges That Businesses Are Facing Today

Organizations are challenged by the structure, volume and disparity of data. Our platform and applications transform the way customers interact with information, presenting connections and relevance of information otherwise unattainable, which drives actionable insights and better outcomes.



Managing Risk

red violet's advanced analytics and enterprise solutions drive successful business decisions in real-time, providing organizations the ability to make informed decisions and mitigate risk.



Identity Verification

In a world of omnichannel engagement, verifying a consumer's identity is a top challenge. red violet provides identity intelligence that meets a business's specific identity needs and workflow.



Legislative Compliance

red violet simplifies compliance with turn-key solutions that drive actionable insights and better outcomes, allowing businesses to comply with government and industry regulations.



Consumer Modeling

Understanding the consumer is more important than ever in a digital economy. red violet's consumer identity graph provides connections and relevant characteristics, allowing businesses to build strong relationships.

Disparate Data

With massive data assets consisting of public record, proprietary and publicly-available data, our differentiated information and innovative platform and solutions deliver intelligence relating to all things identity.



Data Sources



CORE



- Scalable / performant **cloud-native** infrastructure that is fully automated
- **Proprietary**, scalable, distributed memory, data processing platform
- Distributed supervised and unsupervised **machine learning**
- **Low latency / high throughput** search and information retrieval solutions using Boolean and inverted indices
- Scalable to virtually **unlimited capacity** and **performance**



Identity Intelligence



Financial:

- Identity Verification / Fraud Prevention
- Collections Activity
- AML, KYC, BSA Efforts
- Due Diligence



Real Estate:

- Consumer Data Appends
- Consumer Modeling / Segmentation
- Identity Verification / Risk Assessment



Collections:

- Collections Activity / Right-party contact
- Compliance
- Employment Verification/Bank Account Locate



Retail:

- Identity Verification / Fraud Prevention
- Collection Activity
- Frictionless Commerce



Investigative:

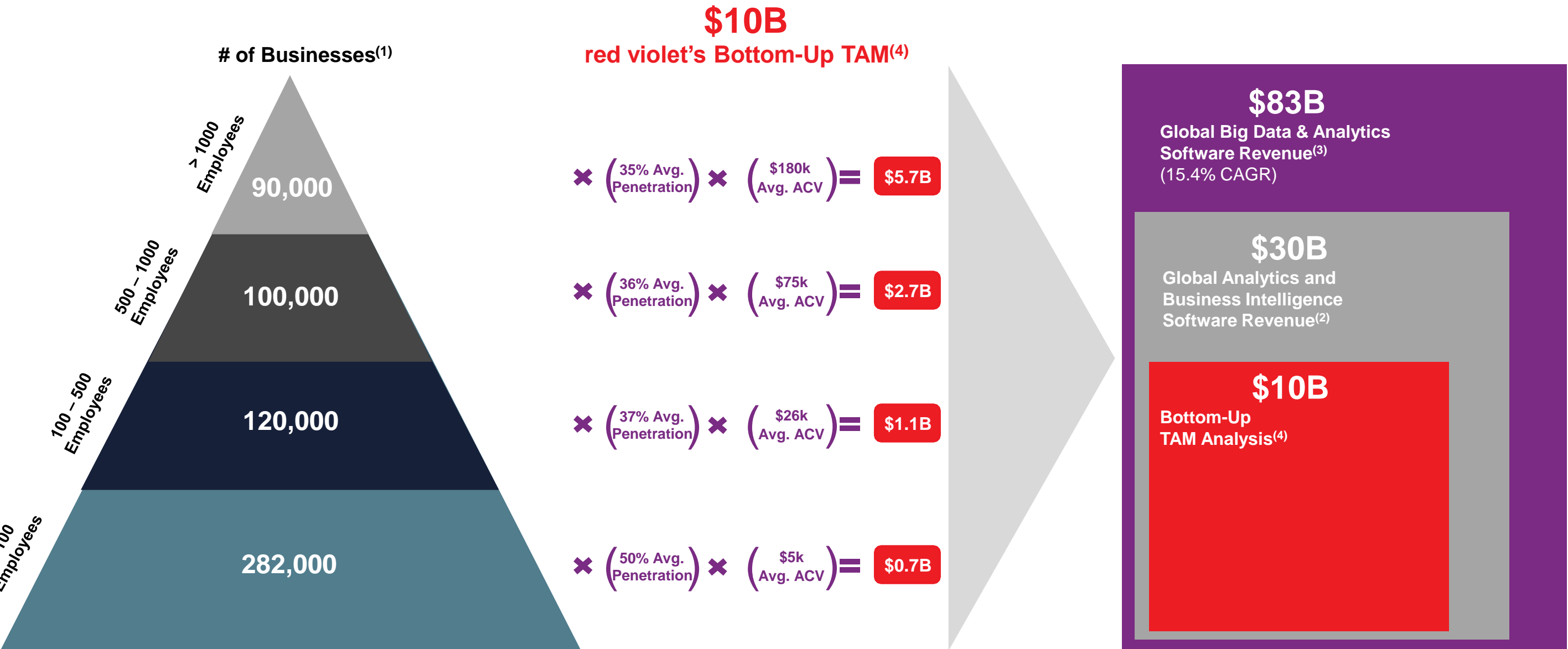
- Investigative Support
- Subject / Asset Locate
- Identity Verification / Fraud Prevention
- Compliance



Background Screening:

- Identity Verification / Fraud Prevention
- Criminal Record Research

red violet Plays in a Large and Fast-Growing TAM



Our Business Model Provides a Compelling Investment Opportunity



Next-Generation Technology Platform

Proprietary data and industry agnostic platform drives cost efficient solutions across industries



Differentiated Owned Data Asset

Massive proprietary datasets of alternative and internally generated data unified by proprietary algorithms and analytic processes



Subscription-Based

77% of revenue attributable to customer contracts, generally annual contracts or longer, with auto renewal⁽¹⁾



Fixed-Cost Model

We acquire data using flat-rate, unlimited use long-term contracts, so as revenue scales, our cost of revenue does not



Large and Growing Market

\$10B+ serviceable market today with \$80B+ in total addressable market⁽²⁾



Strong Operating Leverage

\$9.5M increase in adjusted gross profit in 2021 provided \$5.0M improvement adjusted EBITDA over 2020, ~53% contribution



Experienced Management Team

Team previously built current industry competitors which were acquired for an aggregate value of approximately \$1B

⁽¹⁾ For the quarter ended March 31, 2022.

⁽²⁾ IDC Worldwide Big Data and Analytics Software Forecast, 2021 – 2025, July 2021.



IDI's full investigative and risk management tool and your go-to identity verification, location, and skip trace solution. Full views of, and connections between, people, businesses, assets and more. Better information at a better price.

Batch and API Solutions

Fast, accurate, and cost-effective. Customers can leverage IDI data in a single, automated solution for identity intelligence and more.



Manually verified place of employment and bank account locates. Verified, actionable and guaranteed.

Custom Data Analytics

IDI's next-generation data fusion platform and analytical applications enable greater insight into your own data, while simultaneously leveraging IDI's massive data repository.



FOREWARN®

The Value of Instant Due Diligence with FOREWARN:



Using only the incoming phone number, FOREWARN can positively identify over 80% of prospective buyers



Identify if your prospect has a criminal history



Verify current property and vehicle ownership



Verify financial risks (bankruptcies / liens)

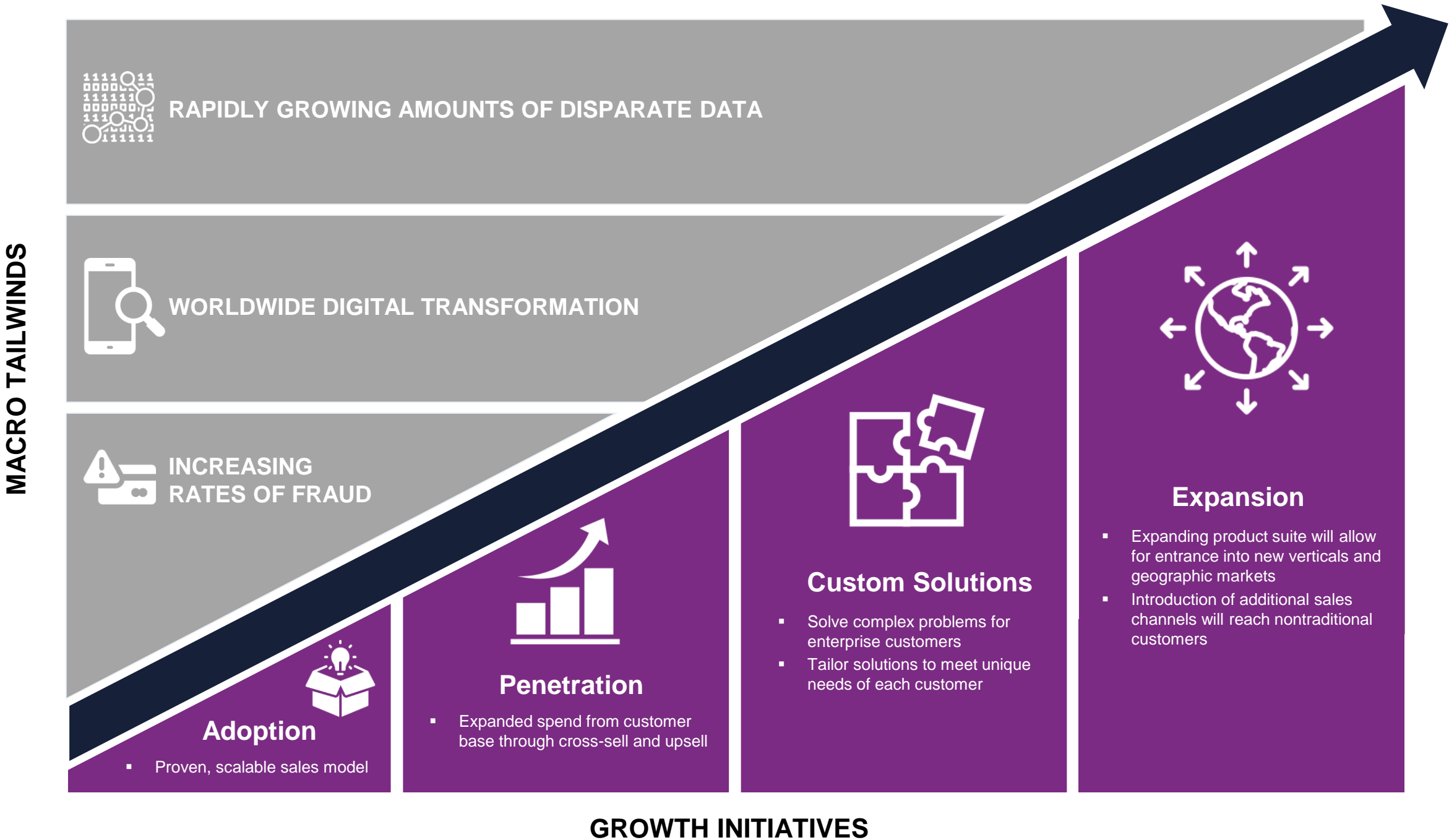


Verify additional phone numbers and full address history



Agents can properly and safely plan for showings with a higher level of confidence





1

Identity Verification, Fraud Prevention & Frictionless Commerce

Multinational Financial Services Company

Comprehensive identity data and insights are needed to reduce friction, improve conversions, and combat fraud

This customer, a \$350 billion financial services company, realized the need to bring robust, comprehensive, and highly accurate verification solutions in-house to service its own needs, as well as the growing needs of its customer base. In 2021, they acquired an entity that specialized in such solutions and who had been leveraging our services since early 2020. Post acquisition, after exploration and testing of additional needs, we expanded our relationship, integrating further solutions into their platform, under a multi-year agreement extension. We won their business and continue to grow because of the comprehensive consumer coverage of our data assets, accuracy, speed, pricing, and scalability of our transaction processing.

2

Commercial Entity Resolution

Leading Provider of Commercial Real Estate Intelligence

Commercial real estate is swimming in unstructured data that has become overwhelming and difficult to unify

In 2018, customer needed better underlying identity data to fuel critical aspects of their commercial real estate due diligence platform. Challenged with understanding exact consumer identities associated with ownership entities gleaned from property-centric information. The customer found our deep, unified data assets, coupled with advanced data delivery and querying capabilities, to be unmatched. Following a brief testing period, a wholesale switch occurred from their previous provider for their applicable information needs and recently renewed for an additional multi-year agreement.

3

Background Screening

Leading Global Data & Analytics Company

Timely and accurate information is critical to keep workplaces and businesses safe

Customer needed a high-volume performant information solution to validate identity and fully profile applicant location histories in support of background verifications and investigations. We won this business from competitive solutions because our cloud-native platform provided higher quality information through a more scalable and performant API at a better price. A customer since early 2017, we have established a great partnership that has seen their business with us grow exponentially since the early days of the relationship and through a recent acquisition by one of the largest credit reporting agencies.

4

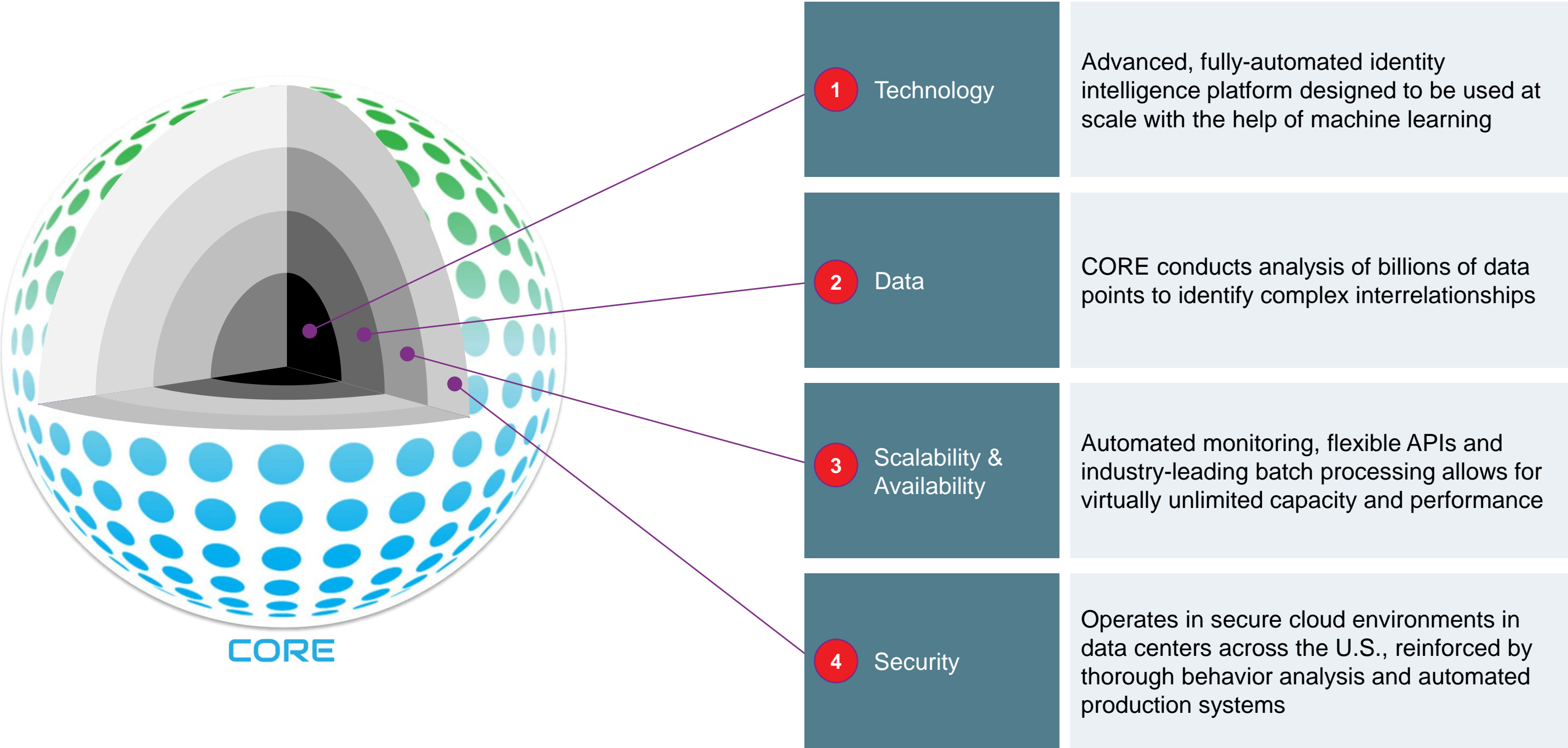
Digital Identity

Leading Identity and People Search Platform

The technology that powers digital identity is evolving and partnering with a leading-edge provider is a must

This customer, long served by a legacy solutions provider, sought greater depth of identity coverage as well as faster, more flexible, and more efficient API delivery to power their offerings. In mid 2021 we engaged in significant testing against competing solutions and were quickly selected as a core provider because of the capabilities of our identity intelligence platform. Currently under a multi-year, multi-million dollar agreement, this relationship continues to grow at a fast pace, with our solutions now powering additional industry verticals that this company serves, as well as being slated as the primary source of information for additional services to come.

Differentiation – red violet’s Intelligent Platform



Harnessing the power of CORE, we have created the most advanced and performant identity intelligence platform.

Next-Generation Platform



Proprietary, scalable, distributed memory, data processing platform



Superior to “map reduce” frameworks in performance and functionality



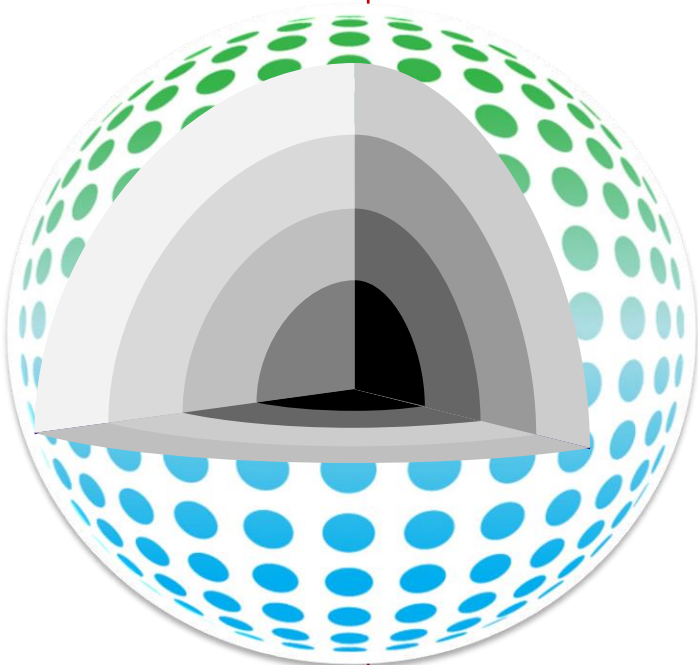
Built upon table operator abstractions using a functional programming approach



Relational and graph database functionality



Scalable/performant cloud-based infrastructure that is fully automated



CORE

Data Analytics and Engineering



Data unification/entity resolution at scale



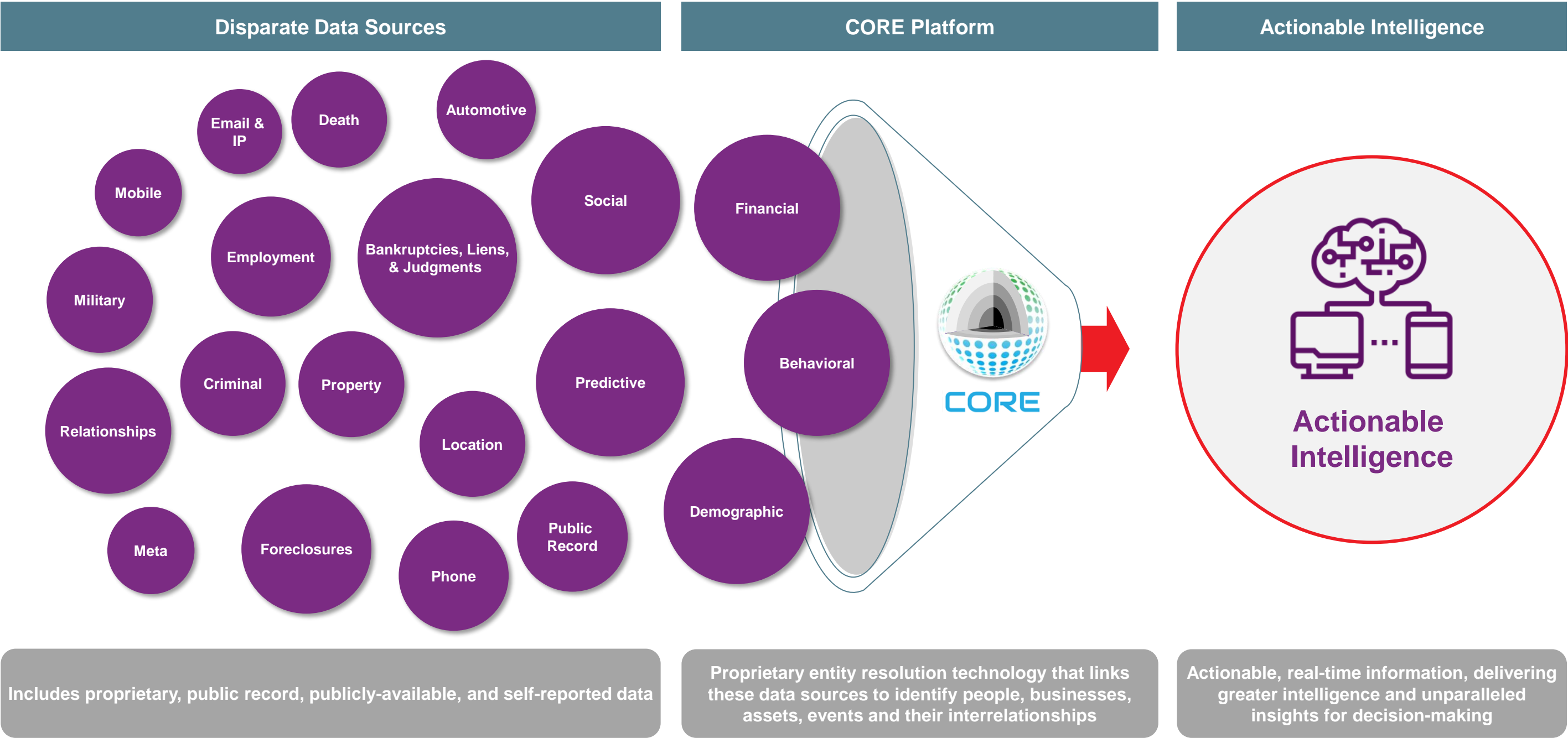
Graph analysis of complex interrelationships among billions of entities



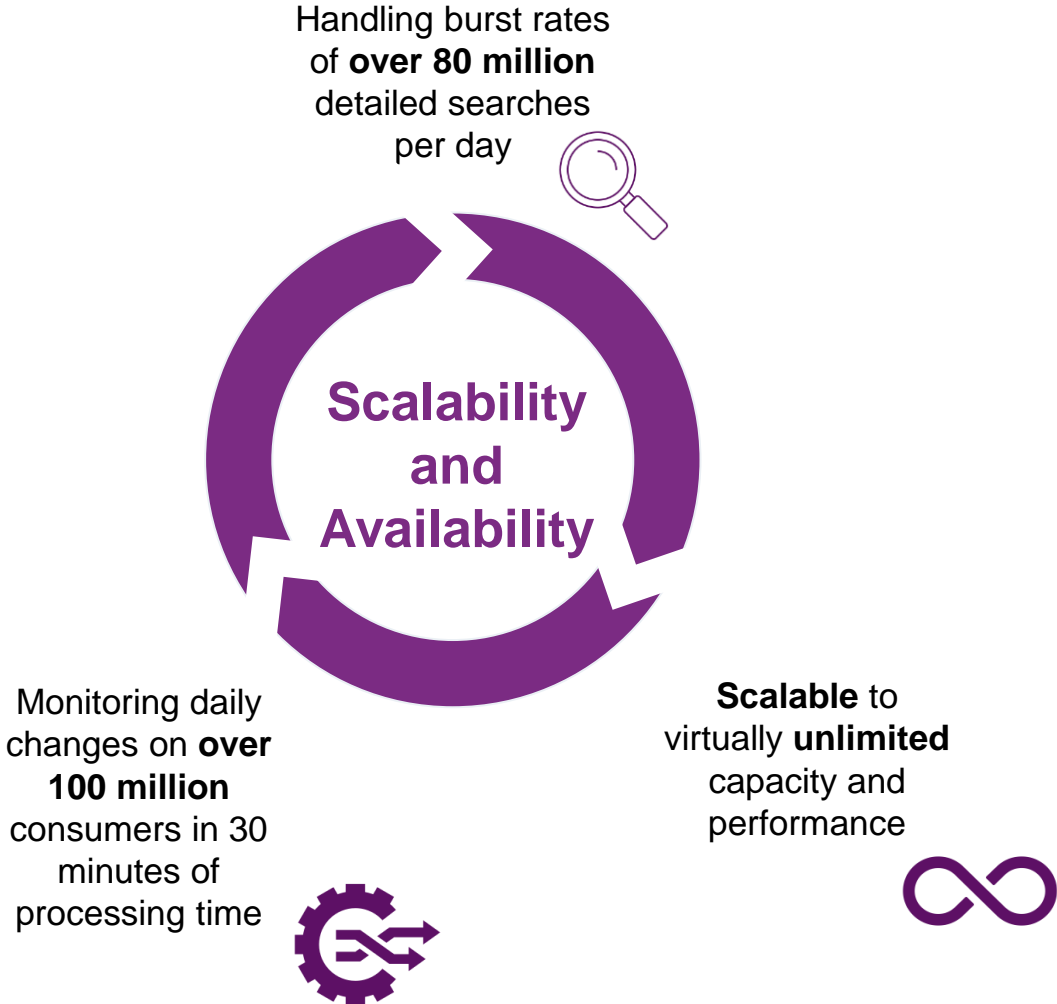
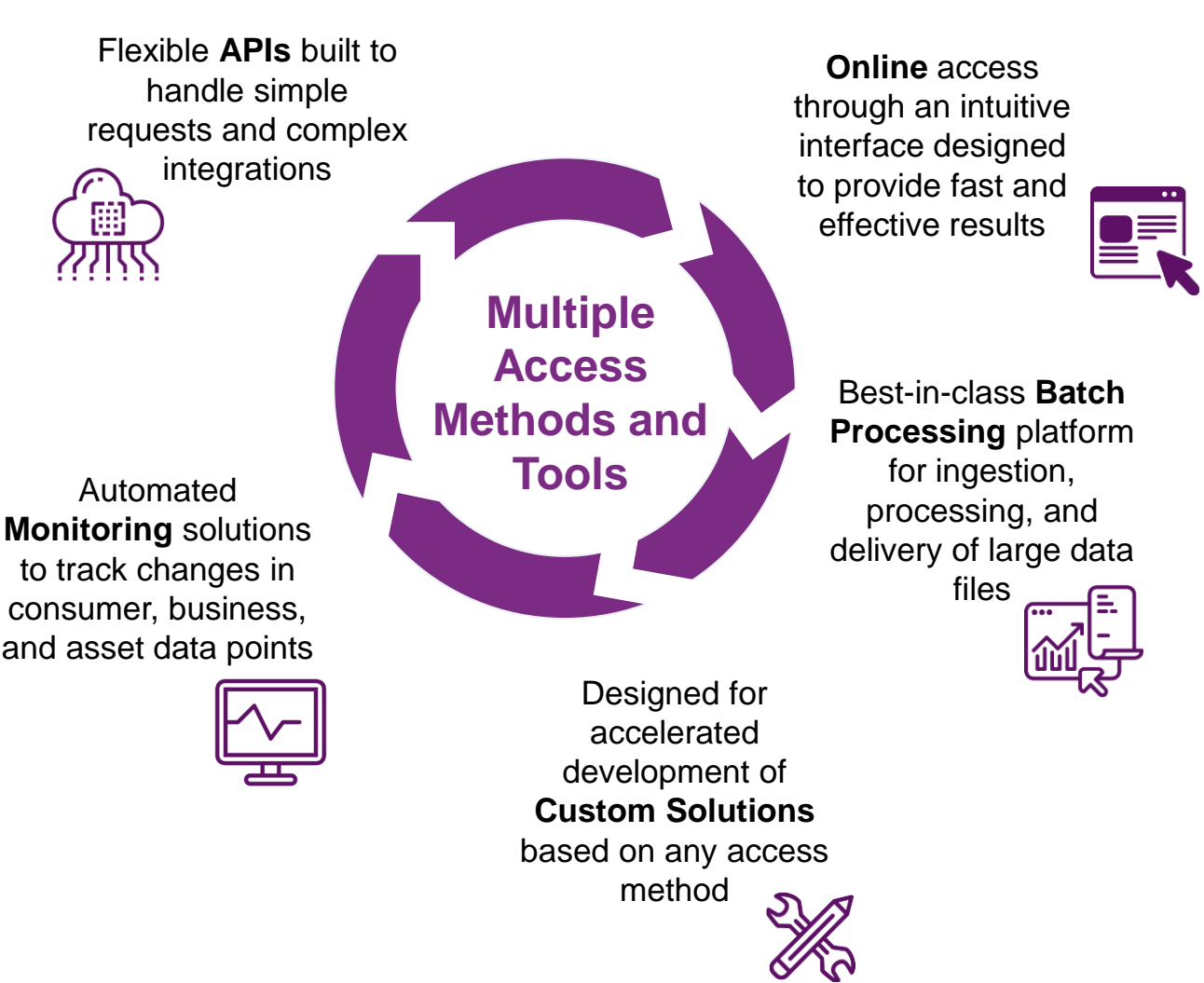
Low latency/high throughput search and information retrieval solutions using Boolean and inverted indices



Distributed supervised and unsupervised machine learning

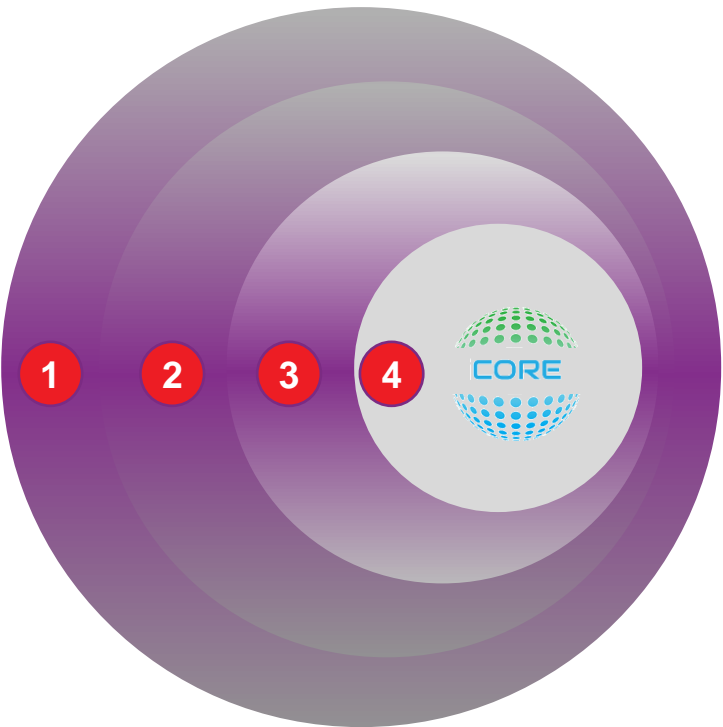


We uncover the relevance of disparate data points utilizing our analytical capabilities to provide real-time and insightful views of people, businesses, assets and their interrelationships.



Built in a secure payment card industry (PCI) compliant cloud environment, we operate in data centers across the U.S. using an intelligent framework and leveraging a microservices architecture.

Leading-Edge Security Features

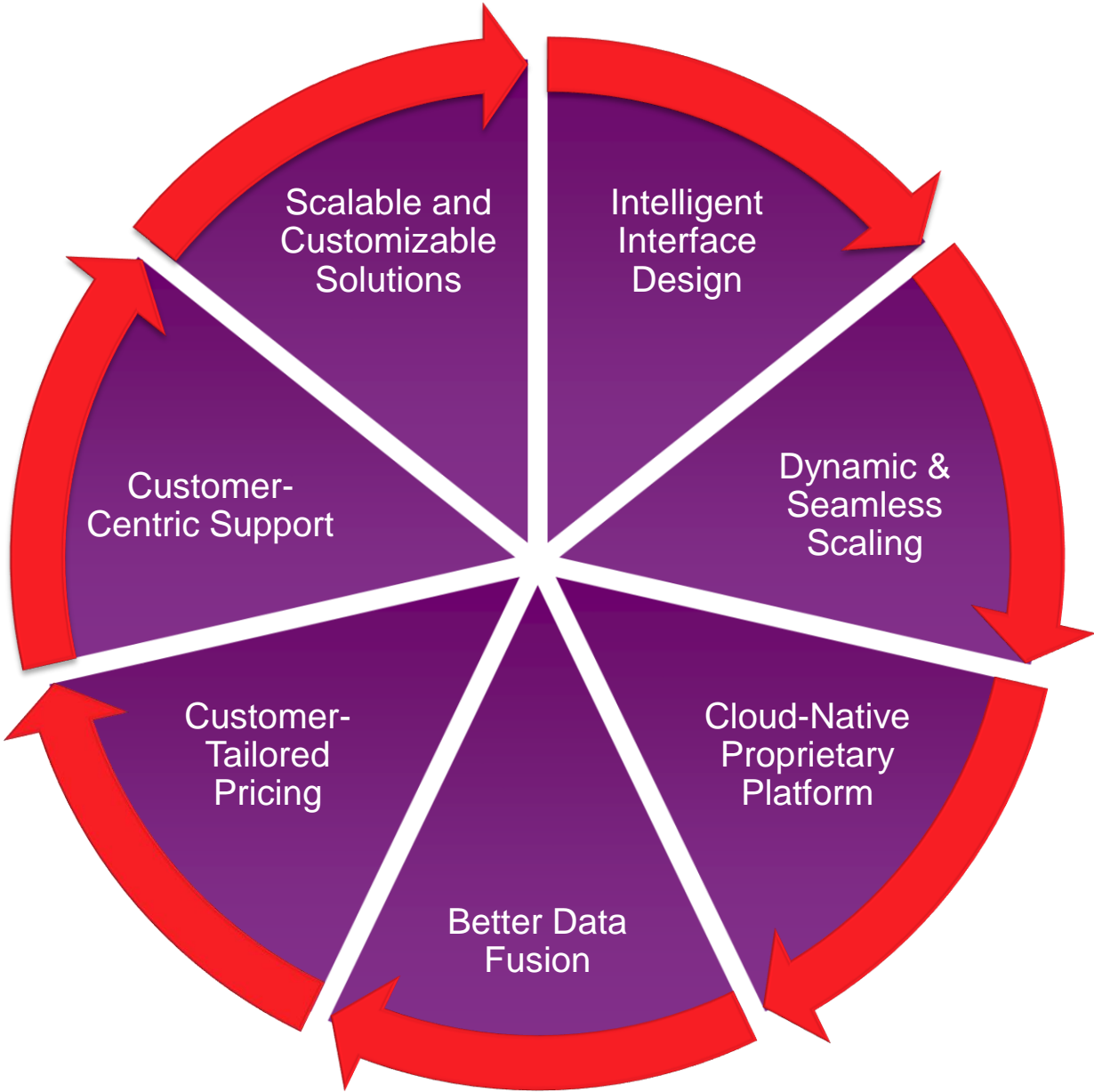


- 1 Processing of over 100 GB of log data daily
- 2 Automated internal and customer activity behavior analysis
- 3 Heavily fortified, fully auditable, secure environment
- 4 Automation of production systems to enforce layered security

Secure Environment



Why We Win



Cloud-native technology platform providing the most advanced and performant identity intelligence

Massively scalable and customizable platform meeting the high-volume needs of customers

Significantly better data fusion at scale for improved coverage and accuracy

Robust operating leverage and efficiency leading to customer-centric, value pricing

Scalable Go-To-Market Strategy

New Customer Acquisition

- New opportunities are sourced from each of the 3 primary channels below
- Once the opportunity is qualified and credentialed for proper use case, they generally begin with a free trial
- The free trial is followed by an initial purchase on a transactional basis or minimum-committed monthly spend

1

Inside Sales

Cultivates relationships through inbound/outbound calling, and ultimately closes business with their end-user markets

% of 2021 Revenue

49%

2

Strategic Sales

With leading industry knowledge, provides a more personal, face-to-face approach for top-tier accounts within certain industries

16%

3

Distributors, Resellers & Strategic Partners

We power organizations with a significant foothold in industries that we have not historically served, as well as to further penetrate those industries that we do serve

35%

Existing Customers

Land and Expand

As organizations derive benefits from our solutions, we are able to expand within organizations as additional use cases are presented across departments, divisions and geographic locations and customers become increasingly reliant on our solutions in their daily workflow

Financial Highlights

\$44.0M

2021 Revenue

51%

**2017 - 2021
Revenue CAGR**

75%

Q1'22 Adj. Gross Margin

25%

Q1'22 Adj. EBITDA Margin

77%

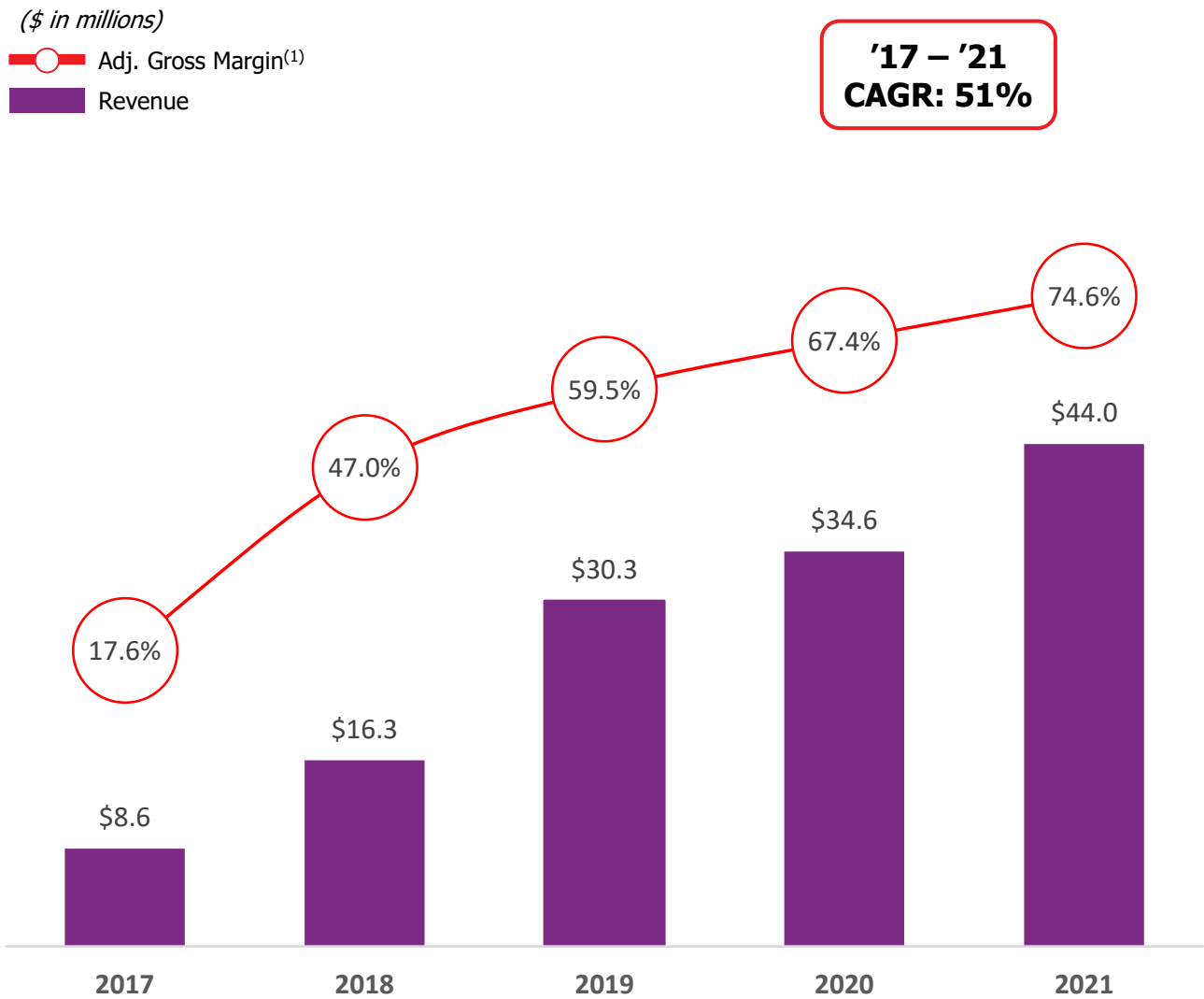
**Q1'22 Contractual
Revenue**

3%

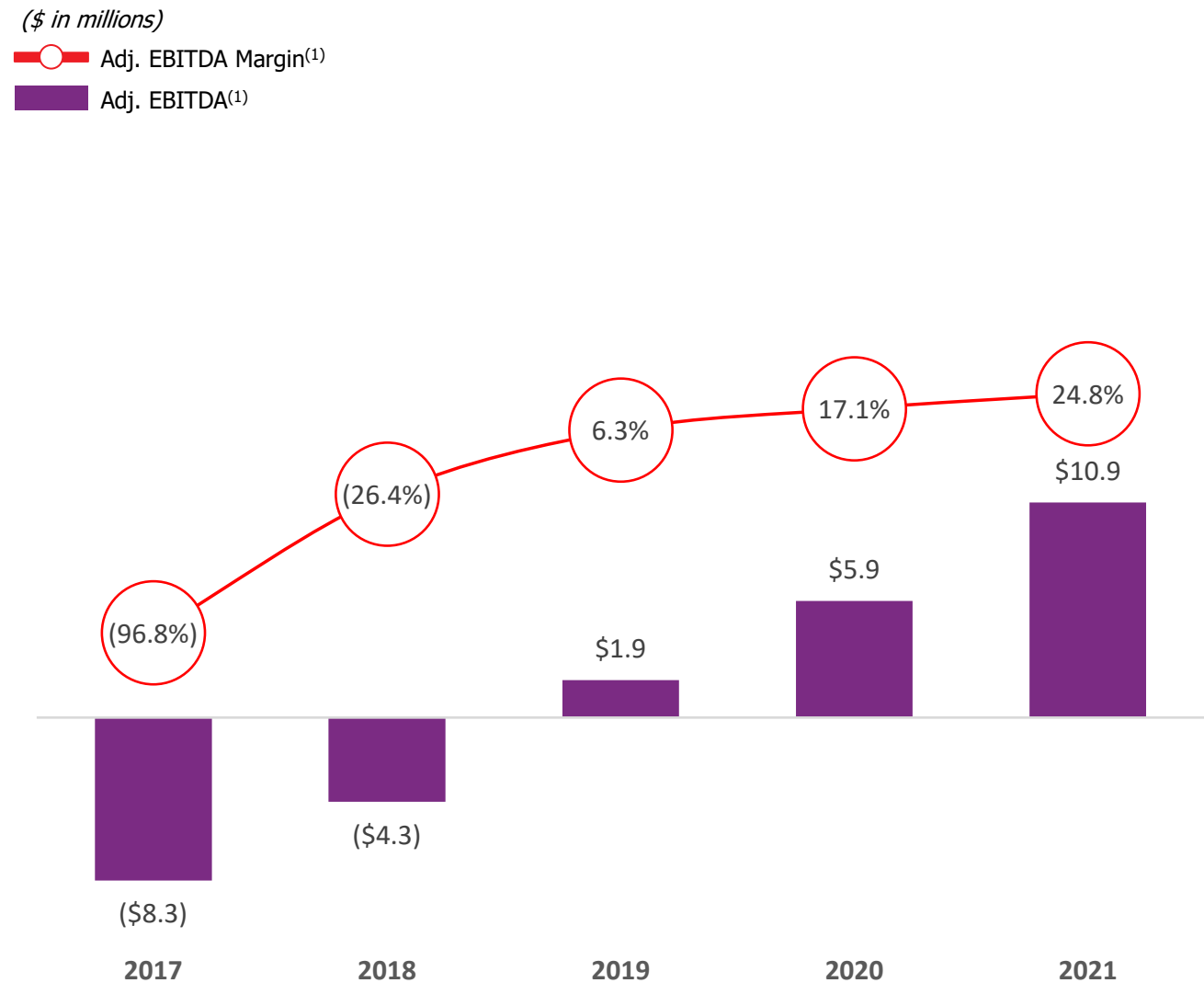
**Q1'22 Revenue
Attrition**

Robust Top-Line Momentum & Building Substantial Operating Leverage

Revenue and Adj. Gross Margin

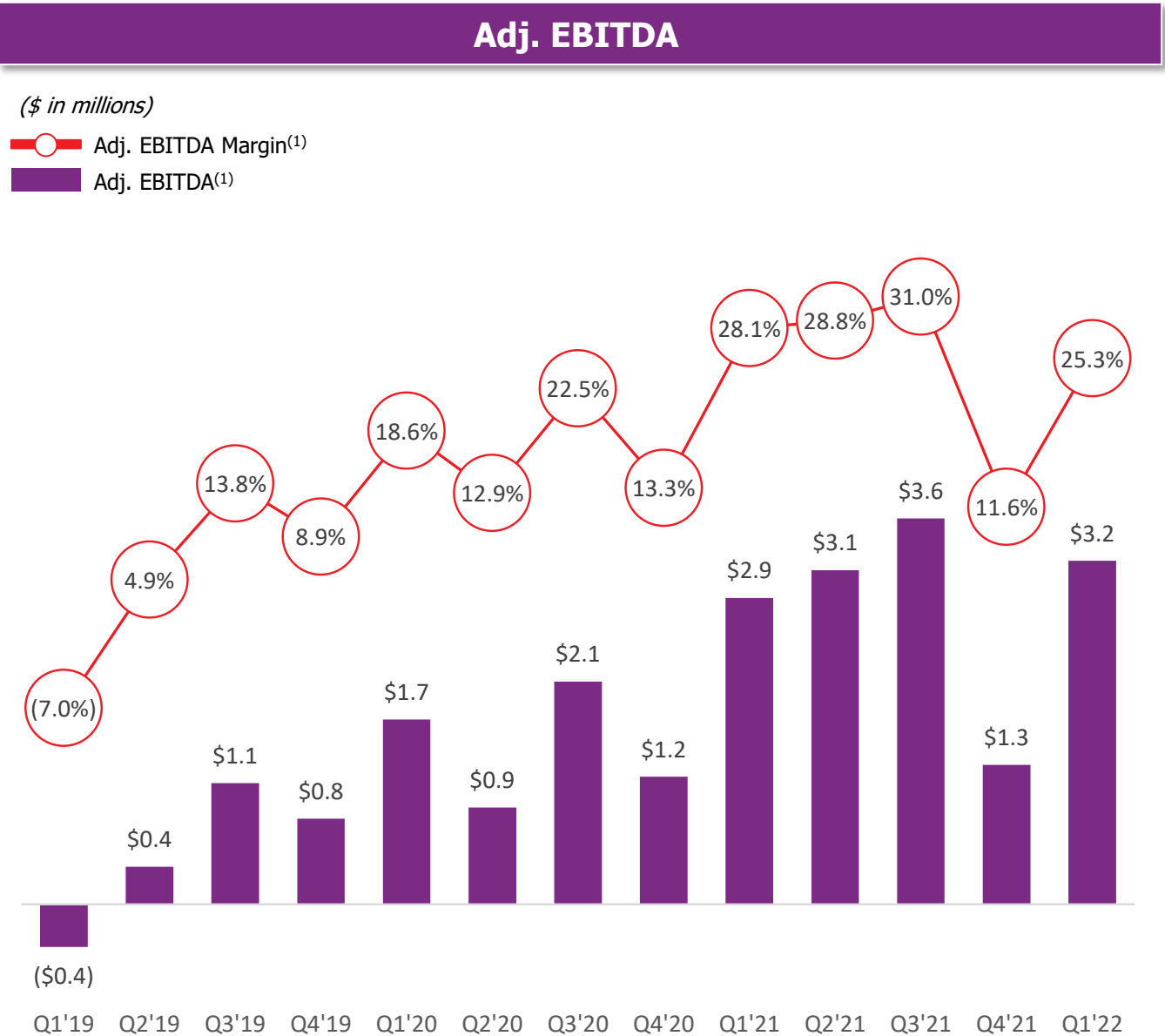
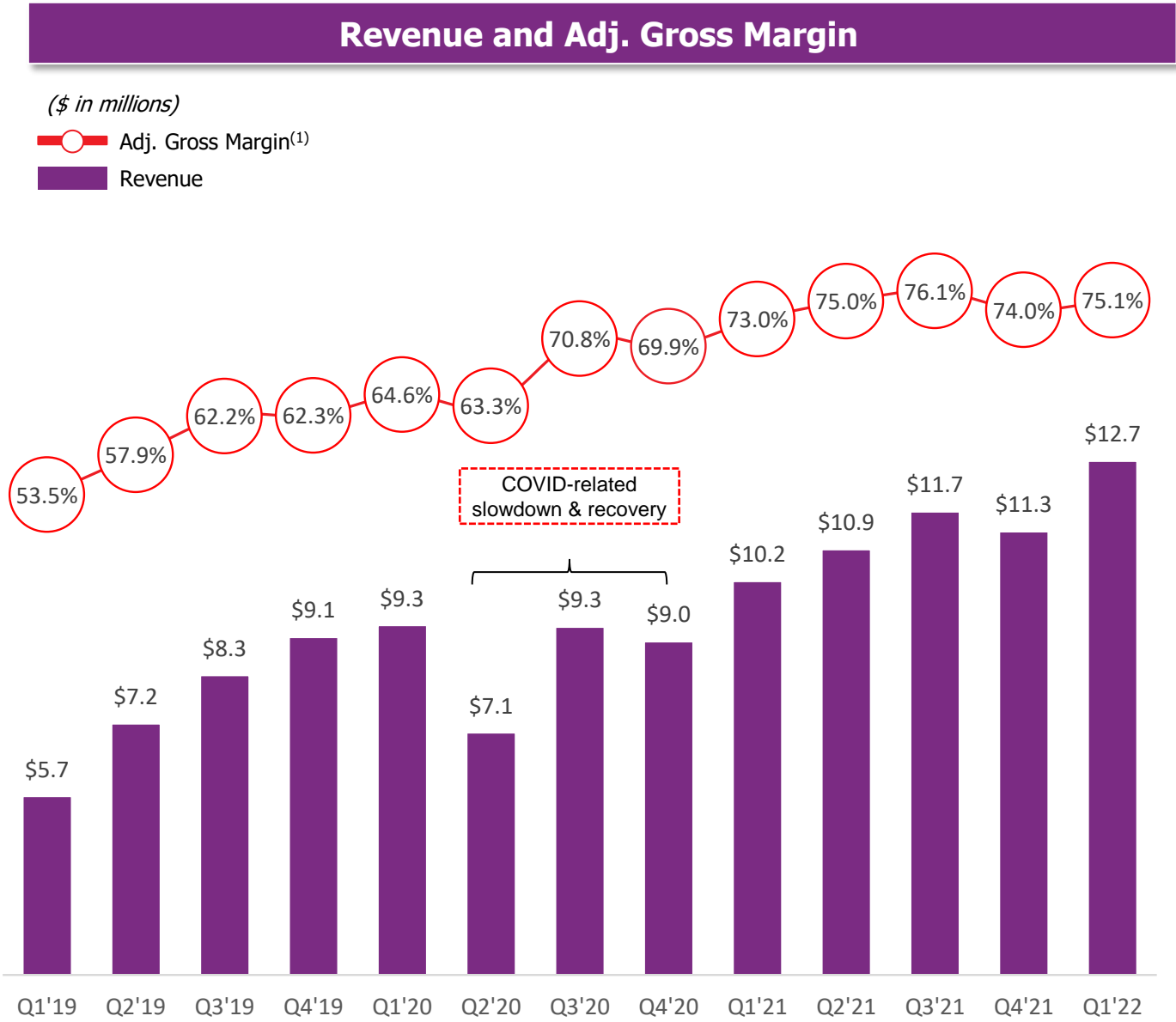


Adj. EBITDA



(1) Adjusted gross margin, adjusted EBITDA and adjusted EBITDA margin are non-GAAP financial measures. For a reconciliation of these non-GAAP financial measures, please see slide 24.

Strong Unit Economics Underpin Financial Model Leverage



(1) Adjusted gross margin, adjusted EBITDA and adjusted EBITDA margin are non-GAAP financial measures. For a reconciliation of these non-GAAP financial measures, please see slide 24.



Appendix

Use and Reconciliation of Non-GAAP Financial Measures

Management evaluates the financial performance of our business on a variety of key indicators, including non-GAAP metrics of adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin. Adjusted EBITDA is a financial measure equal to net income (loss), the most directly comparable financial measure based on US GAAP, excluding interest (income) expense, net, income tax expense, depreciation and amortization, share-based compensation expense, litigation costs and write-off of long-lived assets and others. We define adjusted EBITDA margin as adjusted EBITDA as a percentage of revenue. We define adjusted gross profit as revenue less cost of revenue (exclusive of depreciation and amortization), and adjusted gross margin as adjusted gross profit as a percentage of revenue.

(In thousands)	(Unaudited)														
	2017	2018	Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22
Net income (loss)	\$ (21,500)	\$ (6,868)	\$ (1,378)	\$ (3,850)	\$ (992)	\$ (4,856)	\$ (1,481)	\$ (2,532)	\$ (925)	\$ (1,875)	\$ (578)	\$ 1,761	\$ 1,256	\$ (1,784)	\$ 107
Income tax expense	-	-	-	-	-	-	-	-	-	-	-	-	-	198	175
Interest expense (income), net	-	(84)	(40)	(37)	(46)	(13)	(31)	-	7	6	5	4	(1)	(1)	(1)
Depreciation and amortization	1,138	1,996	618	681	750	840	910	992	1,118	1,196	1,258	1,330	1,345	1,466	1,534
Share-based compensation expense	2,871	709	274	3,609	1,407	4,623	2,221	2,342	1,853	1,648	2,048	2,165	986	1,418	1,387
Gain on extinguishment of debt	-	-	-	-	-	-	-	-	-	-	(2,175)	-	-	-	-
Litigation costs, net	9,191	382	94	(47)	7	-	-	-	-	-	120	6	-	-	15
Sales and use tax expense	-	-	-	-	-	205	-	-	-	-	-	-	-	-	-
Insurance proceeds in relation to settled litigation	-	(350)	-	-	-	-	-	-	-	-	-	-	-	-	-
Transition service income	-	(218)	-	-	-	-	-	-	-	-	-	-	-	-	-
Write-off of long-lived assets and others	-	92	30	-	11	3	111	106	35	222	19	41	34	9	3
Adjusted EBITDA	\$ (8,300)	\$ (4,341)	\$ (402)	\$ 356	\$ 1,137	\$ 802	\$ 1,730	\$ 908	\$ 2,088	\$ 1,197	\$ 2,872	\$ 3,132	\$ 3,620	\$ 1,306	\$ 3,220
Revenue	\$ 8,578	\$ 16,302	\$ 5,734	\$ 7,245	\$ 8,257	\$ 9,050	\$ 9,300	\$ 7,056	\$ 9,267	\$ 8,963	\$ 10,217	\$ 10,879	\$ 11,668	\$ 11,258	\$ 12,729
Net income (loss) margin	(250.6%)	(42.1%)	(24.0%)	(53.1%)	(12.0%)	(53.7%)	(15.9%)	(35.9%)	(10.0%)	(20.9%)	(5.7%)	16.2%	10.8%	(15.8%)	0.8%
Adjusted EBITDA margin	(96.8%)	(26.6%)	(7.0%)	4.9%	13.8%	8.9%	18.6%	12.9%	22.5%	13.4%	28.1%	28.8%	31.0%	11.6%	25.3%

(In thousands)	(Unaudited)														
	2017	2018	Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22
Revenue	\$ 8,578	\$ 16,302	\$ 5,734	\$ 7,245	\$ 8,257	\$ 9,050	\$ 9,300	\$ 7,056	\$ 9,267	\$ 8,963	\$ 10,217	\$ 10,879	\$ 11,668	\$ 11,258	\$ 12,729
Cost of revenue (exclusive of depreciation and amortization)	7,066	8,638	2,669	3,052	3,122	3,414	3,292	2,587	2,703	2,694	2,761	2,720	2,787	2,927	3,170
Depreciation and amortization of intangible assets	866	1,730	554	617	689	777	850	934	1,063	1,143	1,258	1,330	1,288	1,407	1,472
Gross profit	646	5,934	2,511	3,576	4,446	4,859	5,158	3,535	5,501	5,126	6,198	6,829	7,593	6,924	8,087
Depreciation and amortization of intangible assets	866	1,730	554	617	689	777	850	934	1,063	1,143	1,258	1,330	1,288	1,407	1,472
Adjusted gross profit	\$ 1,512	\$ 7,664	\$ 3,065	\$ 4,193	\$ 5,135	\$ 5,636	\$ 6,008	\$ 4,469	\$ 6,564	\$ 6,269	\$ 7,456	\$ 8,159	\$ 8,881	\$ 8,331	\$ 9,559
Gross margin	8%	36%	44%	49.4%	53.8%	53.7%	55.5%	50.1%	59.4%	57.2%	60.7%	62.8%	65.1%	61.5%	63.5%
Adjusted gross margin	18%	47%	53%	57.9%	62.2%	62.3%	64.6%	63.3%	70.8%	69.9%	73.0%	75.0%	76.1%	74.0%	75.1%

In order to assist readers of our consolidated financial statements in understanding the operating results that management uses to evaluate the business and for financial planning purposes, we present non-GAAP measures of adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin as supplemental measures of our operating performance. We believe they provide useful information to our investors as they eliminate the impact of certain items that we do not consider indicative of our cash operations and ongoing operating performance. In addition, we use them as an integral part of our internal reporting to measure the performance and operating strength of our business.

We believe adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin are relevant and provide useful information frequently used by securities analysts, investors and other interested parties in their evaluation of the operating performance of companies similar to ours and are indicators of the operational strength of our business. We believe adjusted EBITDA eliminates the uneven effect of considerable amounts of non-cash depreciation and amortization, share-based compensation expense and the impact of other non-recurring items, providing useful comparisons versus prior periods or forecasts. Adjusted EBITDA margin is calculated as adjusted EBITDA as a percentage of revenue. Our adjusted gross profit is a measure used by management in evaluating the business's current operating performance by excluding the impact of prior historical costs of assets that are expensed systematically and allocated over the estimated useful lives of the assets, which may not be indicative of the current operating activity. Our adjusted gross profit is calculated by using revenue, less cost of revenue (exclusive of depreciation and amortization). We believe adjusted gross profit provides useful information to our investors by eliminating the impact of non-cash depreciation and amortization, and specifically the amortization of software developed for internal use, providing a baseline of our core operating results that allow for analyzing trends in our underlying business consistently over multiple periods. Adjusted gross margin is calculated as adjusted gross profit as a percentage of revenue.

Adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin are not intended to be performance measures that should be regarded as an alternative to, or more meaningful than, financial measures presented in accordance with GAAP. The way we measure adjusted EBITDA, adjusted gross profit and adjusted gross margin may not be comparable to similarly titled measures presented by other companies, and may not be identical to corresponding measures used in our various agreements.

Supplemental Metrics and Definitions

The following metrics are intended as a supplement to the financial information found in this presentation and other information furnished or filed with the SEC. These supplemental metrics are not necessarily derived from any underlying financial statement amounts. We believe these supplemental metrics help investors understand trends within our business and evaluate the performance of such trends quickly and effectively. In the event of discrepancies between amounts in these tables and the Company's historical disclosures or financial statements, readers should rely on the Company's filings with the SEC and financial statements in the Company's most recent earnings release.

We intend to periodically review and refine the definition, methodology and appropriateness of each of these supplemental metrics. As a result, metrics are subject to removal and/or changes, and such changes could be material.

(Dollars in thousands)	Q1'20	Q2'20	Q3'20	Q4'20	(Unaudited) Q1'21	Q2'21	Q3'21	Q4'21	Q1'22
Customer metrics									
IDI - billable customers ⁽¹⁾	5,326	5,375	5,758	5,726	5,902	6,141	6,314	6,548	6,592
FOREWARN - users ⁽²⁾	36,506	40,857	44,927	48,377	58,831	67,578	74,377	82,419	91,490
Revenue metrics									
Contractual revenue % ⁽³⁾	69%	79%	68%	77%	80%	81%	80%	79%	77%
Revenue attrition % ⁽⁴⁾	8%	11%	10%	11%	7%	6%	5%	4%	3%
Revenue from new customers ⁽⁵⁾	\$ 1,417	\$ 916	\$ 726	\$ 877	\$ 967	\$ 929	\$ 876	\$ 920	\$ 1,014
Base revenue from existing customers ⁽⁶⁾	\$ 6,629	\$ 5,047	\$ 5,797	\$ 6,678	\$ 7,351	\$ 8,354	\$ 9,187	\$ 9,114	\$ 9,721
Growth revenue from existing customers ⁽⁷⁾	\$ 1,254	\$ 1,093	\$ 2,744	\$ 1,408	\$ 1,899	\$ 1,596	\$ 1,605	\$ 1,224	\$ 1,994
Platform financial metrics									
Platform revenue ⁽⁸⁾	\$ 8,109	\$ 6,856	\$ 8,968	\$ 8,603	\$ 9,813	\$ 10,588	\$ 11,296	\$ 10,787	\$ 12,217
Cost of revenue (exclusive of depreciation and amortization)	\$ 2,498	\$ 2,428	\$ 2,489	\$ 2,448	\$ 2,488	\$ 2,529	\$ 2,525	\$ 2,606	\$ 2,822
Adjusted gross margin	69%	65%	72%	72%	75%	76%	78%	76%	77%
Services financial metrics									
Services revenue ⁽⁹⁾	\$ 1,191	\$ 200	\$ 299	\$ 360	\$ 404	\$ 291	\$ 372	\$ 471	\$ 512
Cost of revenue (exclusive of depreciation and amortization)	\$ 794	\$ 159	\$ 214	\$ 246	\$ 273	\$ 191	\$ 262	\$ 320	\$ 348
Adjusted gross margin	33%	21%	28%	32%	32%	34%	30%	32%	32%
Other metrics									
Employees - sales and marketing	51	53	52	53	56	57	49	54	59
Employees - support	8	8	9	9	9	9	10	10	10
Employees - infrastructure	13	12	12	14	15	16	16	18	23
Employees - engineering	26	27	27	32	31	33	35	37	50
Employees - administration	15	14	15	18	16	19	20	22	26

(1)

We define a billable customer of IDI as a single entity that generated revenue in the last three months of the period. Billable customers are typically corporate organizations. In most cases, corporate organizations will have multiple users and/or departments purchasing our solutions, however, we count the entire organization as a discrete customer.

(2)

We define a user of FOREWARN as a unique person that has a subscription to use the FOREWARN service as of the last day of the period. A unique person can only have one user account.

(3)

Contractual revenue % represents revenue generated from customers pursuant to pricing contracts containing a monthly fee and any additional overage divided by total revenue. Pricing contracts are generally annual contracts or longer, with auto renewal.

(4)

Revenue attrition is defined as the revenue lost as a result of customer attrition, net of reinstated customer revenue, and excludes expansion revenue. Revenue is measured once a customer has generated revenue for six consecutive months. Revenue is considered lost when all revenue from a customer ceases for three consecutive months; revenue generated by a customer after the three-month loss period is defined as reinstated revenue. Revenue attrition percentage is calculated on a trailing twelve-month basis, the numerator of which is the revenue lost during the period due to attrition, net of reinstated revenue, and the denominator of which is total revenue based on an average of total revenue at the beginning of each month during the period. Prior to Q1'22, FOREWARN revenue was excluded from our revenue attrition calculation.

(5)

Revenue from new customers represents the total monthly revenue generated from new customers in a given period. A customer is defined as a new customer during the first six months of revenue generation.

(6)

Base revenue from existing customers represents the total monthly revenue generated from existing customers in a given period that does not exceed the customers' trailing six-month average revenue. A customer is defined as an existing customer six months after their initial month of revenue.

(7)

Growth revenue from existing customers represents the total monthly revenue generated from existing customers in a given period in excess of the customers' trailing six-month average revenue.

(8)

Platform revenue consists of both contractual and transactional revenue generated from our data fusion technology platform, CORE. It includes all revenue generated through our IDI and FOREWARN solutions. The cost of revenue, which consists primarily of data acquisition costs, remains relatively fixed irrespective of revenue generation.

(9)

Services revenue consists of transactional revenue generated from our idiVERIFIED service. The cost of revenue, which consists primarily of third-party servicer costs, is variable.