

The background features a dark blue-grey gradient with several large, overlapping teal-colored geometric shapes, including circles and a large, stylized 'E' shape, creating a modern, abstract design.

Evercommerce

Earnings Call Presentation

Q2 2026 – August 5, 2026

SAFE HARBOR

This presentation contains forward-looking statements. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements other than statements of historical facts contained in this press release may be forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "forecasts," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. Forward-looking statements contained in this presentation include but are not limited to statements regarding our future results of operations and financial position, industry and business trends, business strategy, including our artificial intelligence ("AI")-based tools and anticipated expansion efforts, use of our share repurchase program, capital expenditures, market growth, and our objectives for future operations.

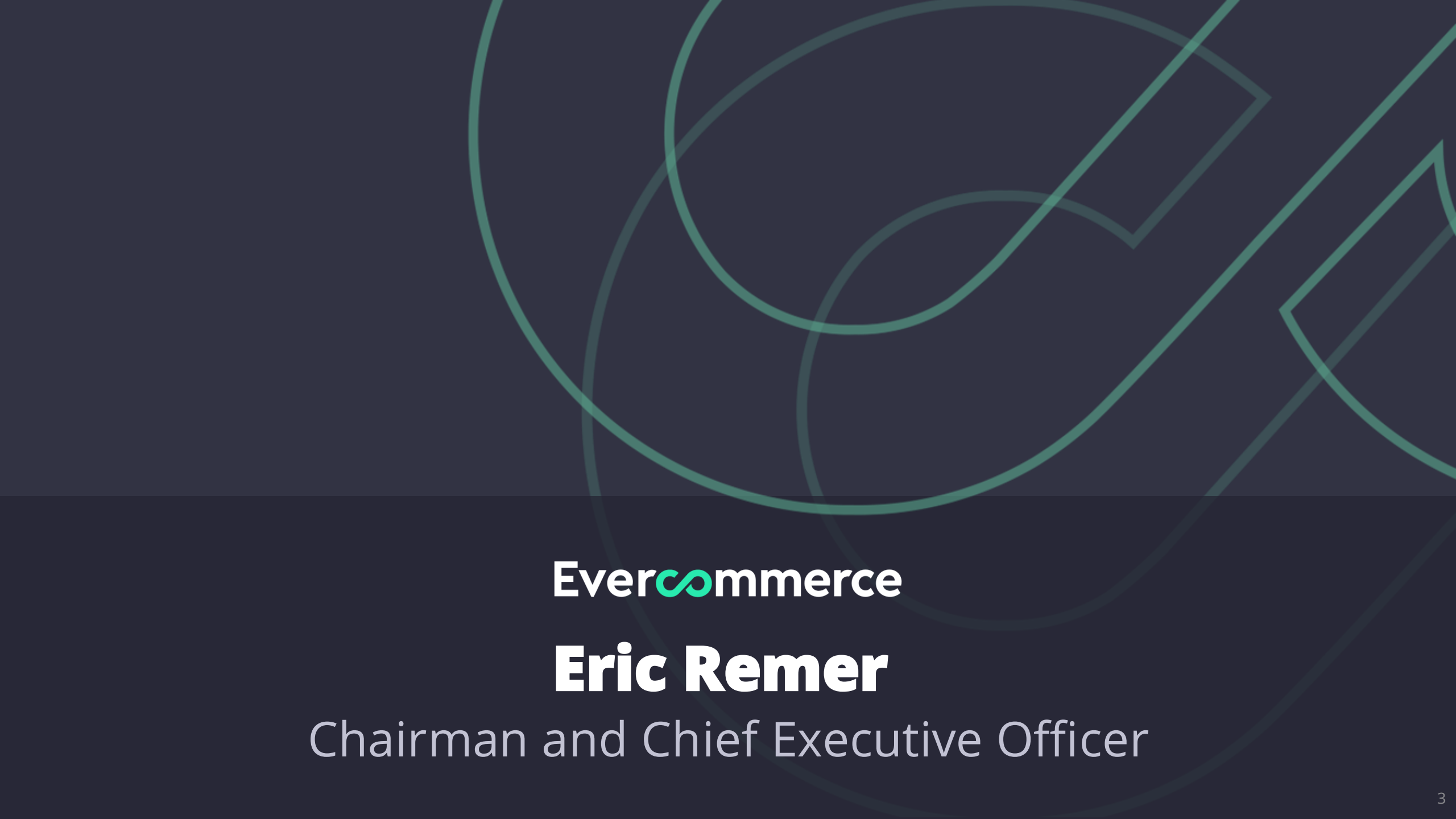
The forward-looking statements in this presentation are only predictions. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, the important factors discussed in Part I, Item 1A. "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2025. The forward-looking statements in this presentation are based upon information available to us as of the date of this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

You should read this presentation with the understanding that our actual future results, performance and achievements may be materially different from what we expect. We qualify all of our forward-looking statements by these cautionary statements. These forward-looking statements speak only as of the date of this presentation. Except as required by applicable law, we do not plan to publicly update or revise any forward-looking statements contained in this presentation, whether as a result of any new information, future events or otherwise.

This presentation may also contain estimates and other statistical data prepared by independent parties and by the Company relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither the Company nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. In light of the foregoing, you are urged not to rely on any forward-looking statement or third-party data in reaching any conclusion or making any investment decision about any securities of the Company.

This presentation includes certain financial measures that are not presented in accordance with generally accepted accounting principles in the United States, ("GAAP"), such as Pro Forma Revenue, Pro Forma Revenue Growth Rate, Pro Forma Subscription and Transaction Revenue, Pro Forma Subscription and Transaction Revenue growth rate, adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit, adjusted gross margin, adjusted sales & marketing expense, adjusted product development expense, adjusted general & administrative expense, levered free cash flow, levered free cash flow margin, adjusted unlevered free cash flow, adjusted unlevered free cash flow margin, credit facility leverage and debt, net of cash and cash equivalents, to supplement financial information presented in accordance with GAAP. There are limitations to the use of non-GAAP financial measures and such non-GAAP financial measures should not be construed as alternatives to financial measures determined in accordance with GAAP. The non-GAAP measures as defined by the Company may not be comparable to similar non-GAAP measures presented by other companies. The Company's presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that the Company's future results will be unaffected by other unusual or non-recurring items. A reconciliation is provided elsewhere in this presentation for each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.

The Company cannot provide a reconciliation between forecasted Adjusted EBITDA and Adjusted EBITDA margin to net income and net income margin, respectively, the most directly comparable GAAP measures, without unreasonable efforts on a forward-looking basis due to the high variability, complexity and low visibility with respect to certain charges excluded from these non-GAAP measures; in particular, the measures and efforts of stock-based compensation expense specific to equity compensation awards that are directly impacted by unpredictable fluctuations in our stock price. It is important to note that these charges could be material to EverCommerce's results computed in accordance with GAAP.



Evercommerce

Eric Remer

Chairman and Chief Executive Officer

Q2 2026 Highlights

- > CEO Succession - Alex Goor appointed as EverCommerce CEO
- > Revenue of **\$152.0M** in line with the midpoint of the guidance range
- > Adjusted EBITDA of **\$44.5M** exceeded the top end of the guidance range; **29.3%** margin.
- > Continued cross-sell motion expansion with **26%** YoY growth in customers utilizing more than one solution

745,000+ Global Customers
1,700+ Global Employees

\$599.0M

PF LTM REVENUE

3.7%

PF LTM YoY
REVENUE
GROWTH

29.4%

LTM ADJ. EBITDA
MARGIN

\$13.0B

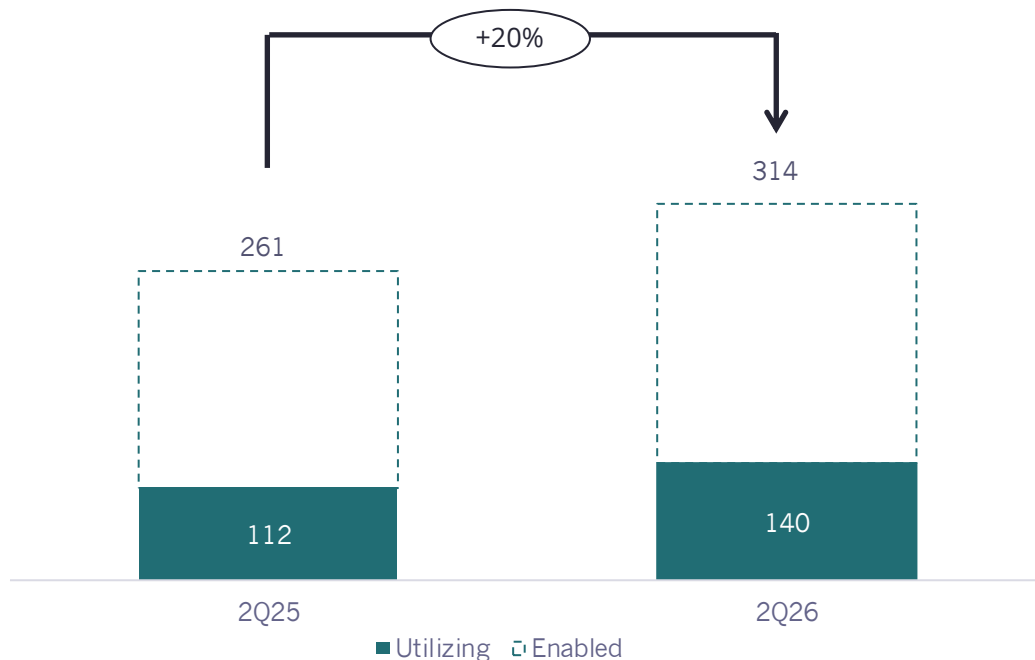
LTM TPV

**AI-Powered platform to simplify and empower the lives of
business owners whose services support us every day**

Note: PF metrics exclude the Marketing Technology discontinued operations and include the estimated revenue associated with ZyraTalk prior to the September 15, 2025 acquisition date

Continued Growth in Customers Using More than One Solution

Customers Enabled / Utilizing More Than One Solution (000s)¹



314k total customers enabled more than one solution, representing **20%** YoY growth

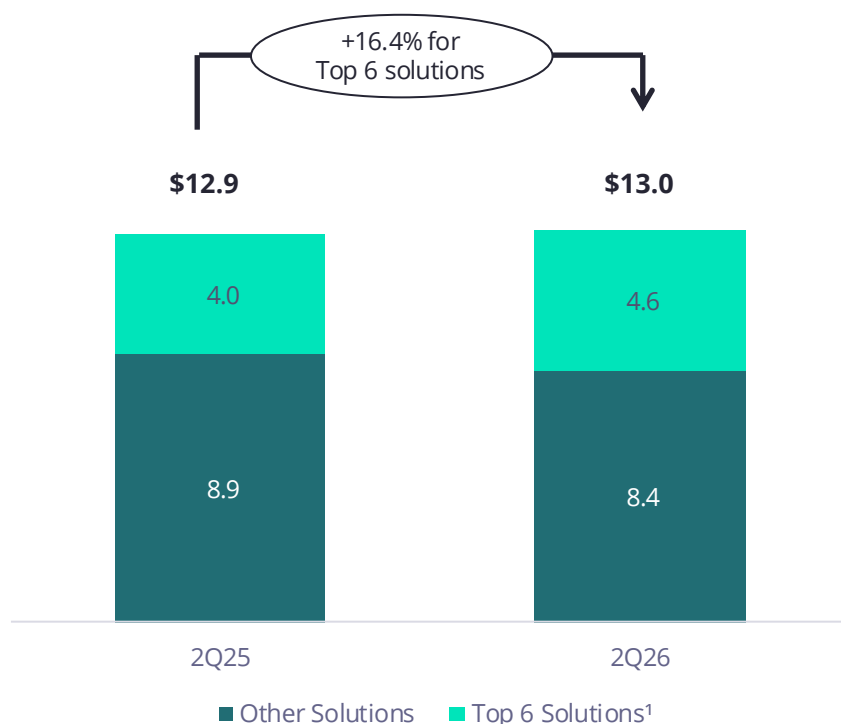
140k customers actively utilize more than one solution, reflecting **26%** YoY growth

¹ Amounts are estimated as of the end of the most recent quarter and shown on a pro forma basis (excluding discontinued operations). Customers enabled for more than one solution include system of action solution customers that have been onboarded for payments, system of action solution customers that are using other value add solutions such as customer engagement solutions, and currently processing payments customers that are enabled for other solutions.

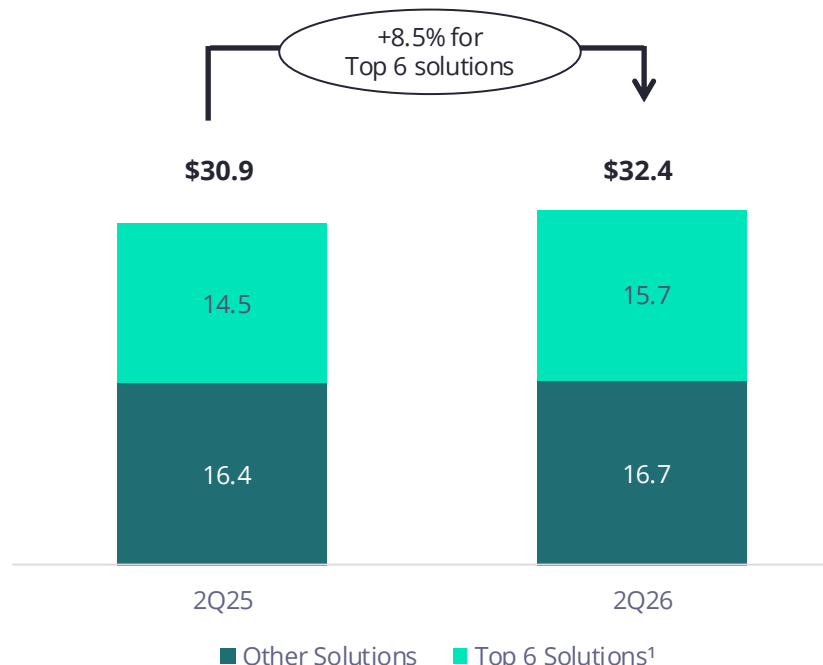
Top 6 Solutions Drive Payments Revenue Growth

Payments revenue for Top 6 Solutions grew 8.5% supported by 16.4% growth in TPV growth

PF LTM TPV (\$billions)²



Payments Revenue (\$millions)



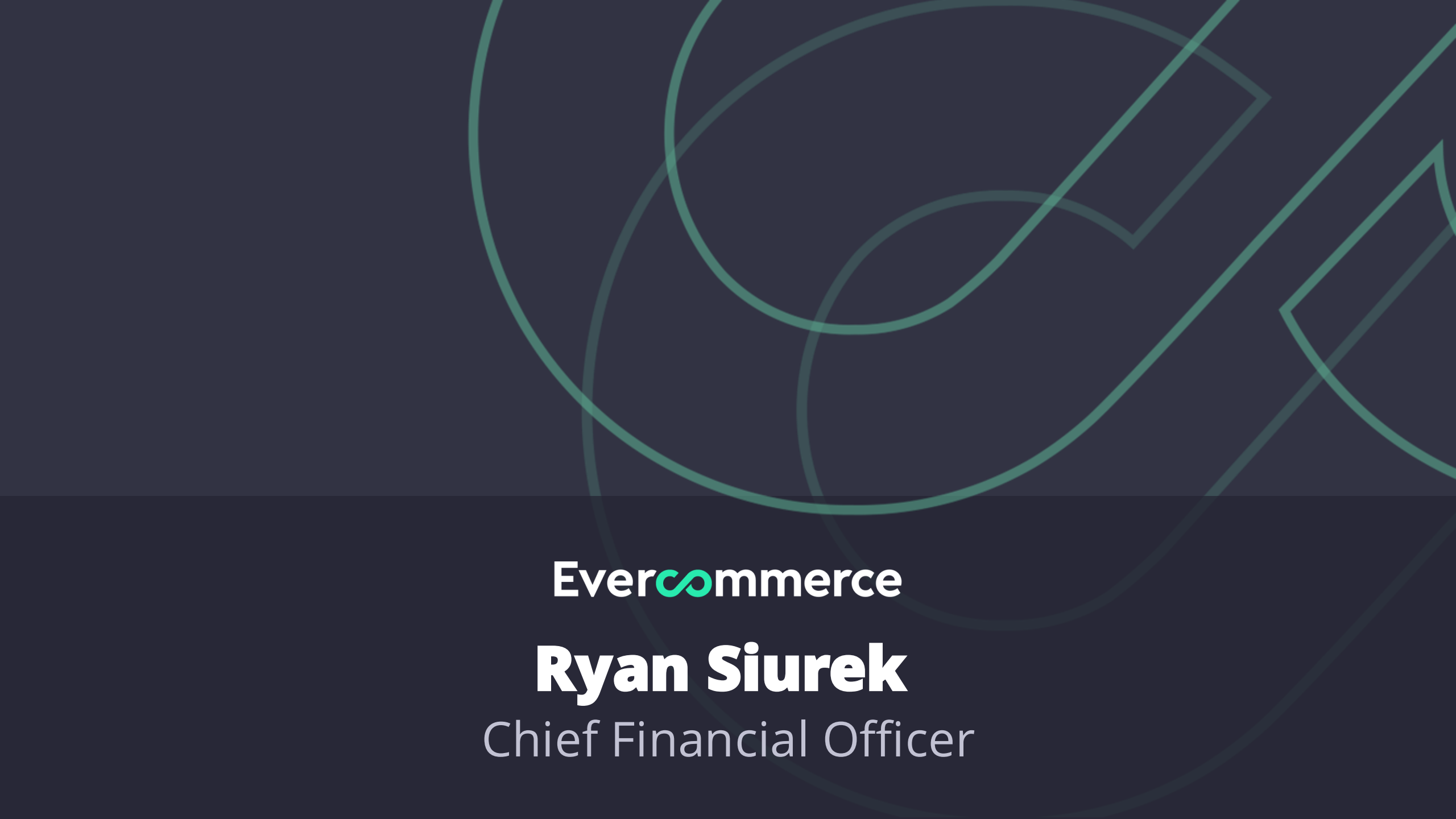
Top 6 solutions represent our primary area of investment in payments growth, contributing **36%** of total LTM TPV compared to **31%** in the comparable quarter

Payments contribute to EBITDA margin at **95%+** profile on an incremental basis

Remaining portfolio solutions represent durable cash-flowing assets used to fund accelerated investments in top solutions

¹ Top 6 solutions TPV and associated payments Revenue include Invoice Simple, Joist, Service Fusion, Dr. Chrono, CollaborateMD and Timely. TPV presented on an PF LTM basis to include impact of seasonality in the periods presented. TPV growth rate for top 6 solutions on an LTM basis in Q1 2026 was 15.3% while annualized TPV was 19.8% as previously disclosed.

² 2Q25 LTM TPV adjusted on a PF basis to exclude the divested fitness assets



Evercommerce

Ryan Siurek

Chief Financial Officer

Revenue Achieves Guidance Midpoint

GAAP Reported Revenue (\$M)



\$152.0M in reported revenue, **2.7%** 2Q26 YoY Revenue growth

\$599.0M in pro forma revenue^{1,2} on an LTM basis

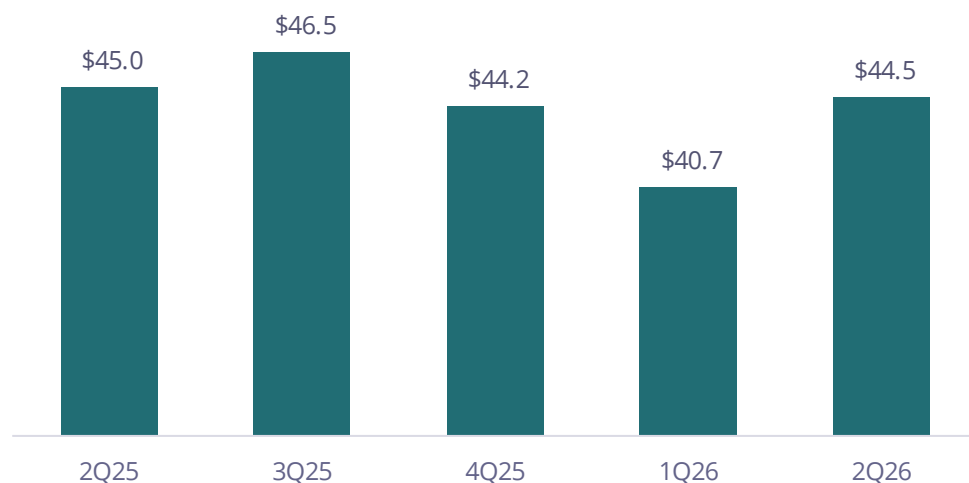
2Q26 Pro Forma Revenue^{1,2} grew **2.0%** YoY, including the ZyraTalk acquisition in prior year periods

¹See Appendix for definition of Pro Forma Revenue Growth Rate

²Growth rate calculations and Pro Forma revenue include estimated ZyraTalk pre-acquisition revenue.

aEBITDA Exceeded Top End of Guidance, Continued Investments with Cost Discipline

Adjusted EBITDA (\$M)



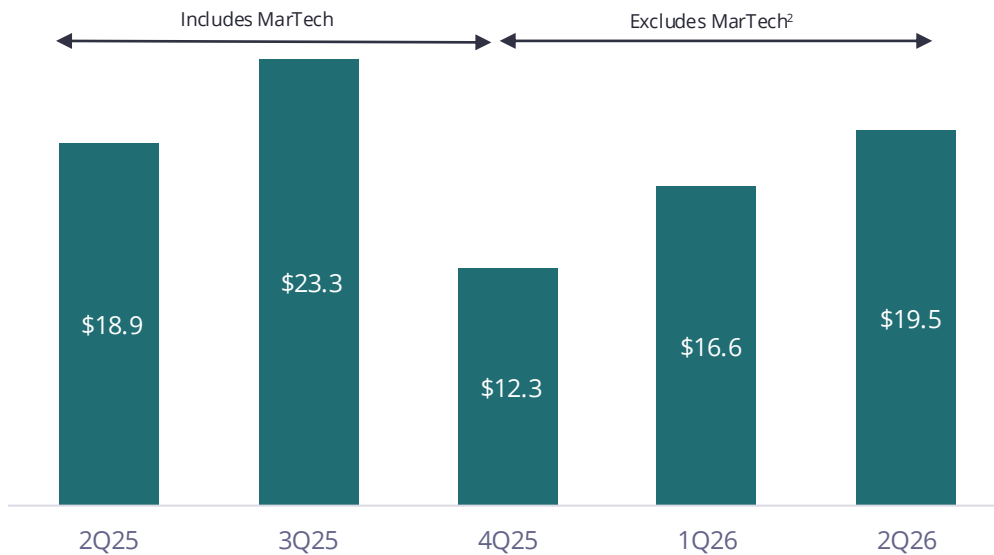
	2Q25	3Q25	4Q25	1Q26	2Q26
Adj. Gross Profit Margin ¹	77.4%	77.3%	77.5%	77.8%	78.6%
Adj. EBITDA Margin ¹	30.4%	31.5%	29.2%	27.6%	29.3%

\$44.5M aEBITDA exceeded top end of guidance range, with focus on continued investments in AI capabilities, other specific growth-oriented investments and disciplined cost management

¹ See Appendix for definition. Margins are calculated using reported GAAP revenue

Continued Strong Cash Generation While Increasing Investments

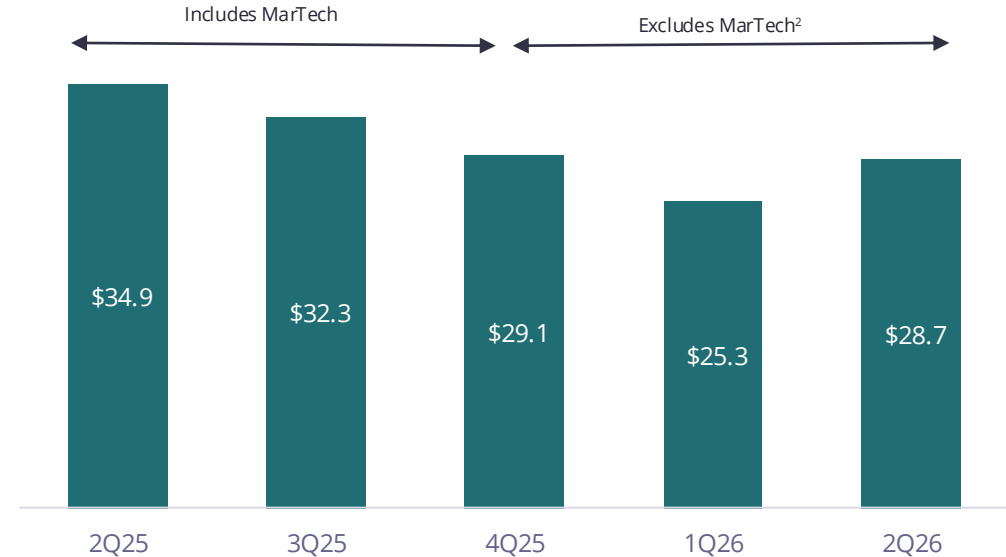
Levered Free Cash Flow¹
(LFCF, \$M)



2Q26 LFCF of **\$19.5M**

\$71.7M LTM LFCF, a **11.2%** margin

Adjusted Unlevered Free Cash Flow¹
(aUFCF, \$M)



2Q26 aUFCF of **\$28.7M**

LTM aUFCF of **\$115.4M**, a **18.0%** margin

¹ See Appendix for definition. Amounts shown here are inclusive of continuing and discontinued operations cash flows

² Marketing Technology cash flows excluded from metrics prospectively from the disposition date of October 31, 2025

Strong Balance Sheet with Ample Liquidity

(\$mm)	Q2 2026
BALANCE SHEET	
Cash and cash equivalents	\$133
Debt, gross ¹	\$524
Debt, net of cash and cash equivalents	\$390
LEVERAGE	
Credit Facility Leverage ²	2.2x

Repurchased **1.4M shares** for **\$14.8M** during the second quarter

\$19.2M of the **\$300M** share repurchase authorization remaining as of 6/30/2026

\$125M undrawn revolver capacity with availability through July 2030

¹ \$425M notional interest rate swaps to fix the floating rate components at weighted average rate of 3.91% through October 2027

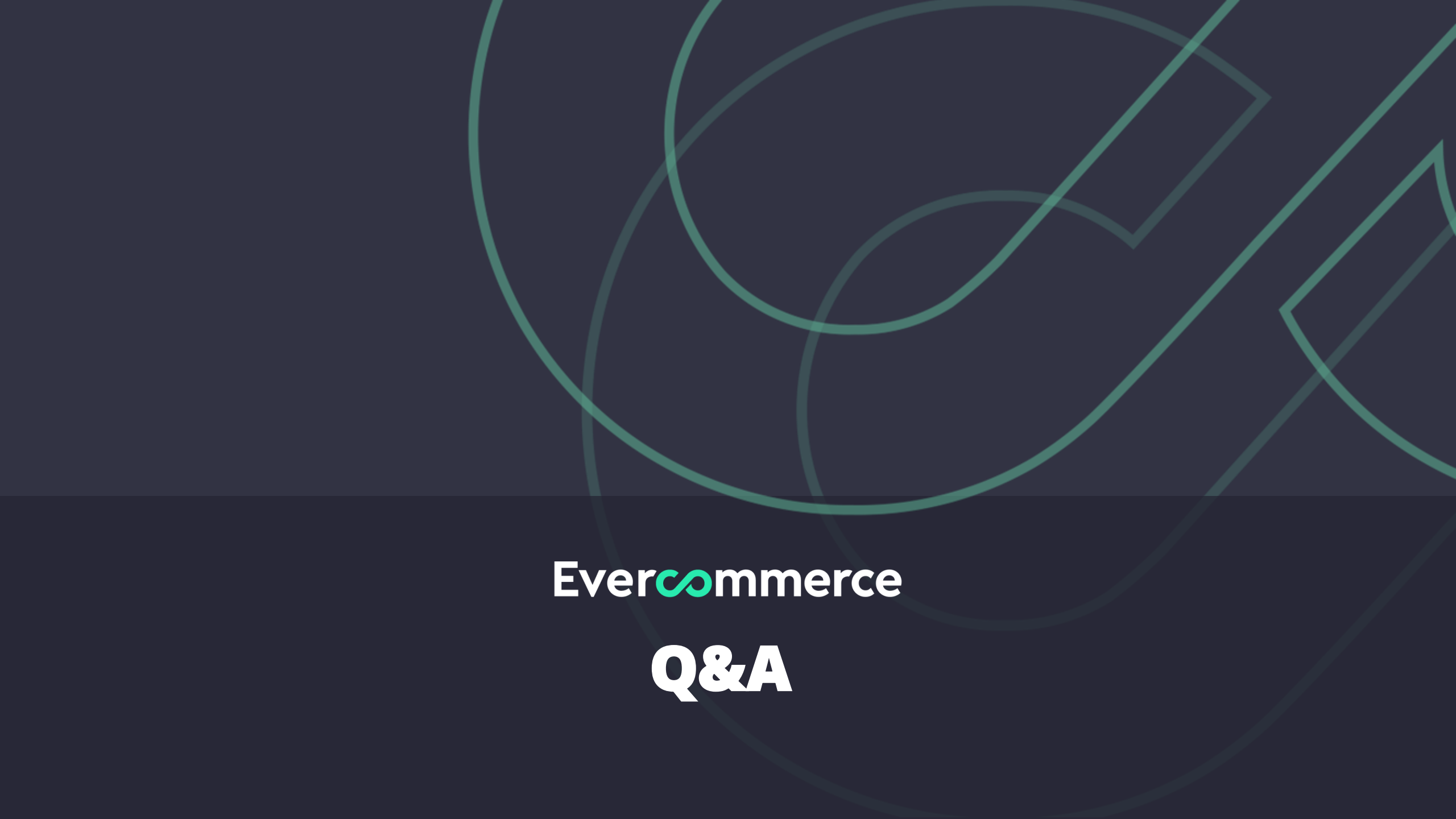
² Credit Facility Leverage is calculated using additional addbacks to Adjusted EBITDA allowed per the Company's Credit Agreement

Outlook

Q3 2026 and FY 2026 Guidance

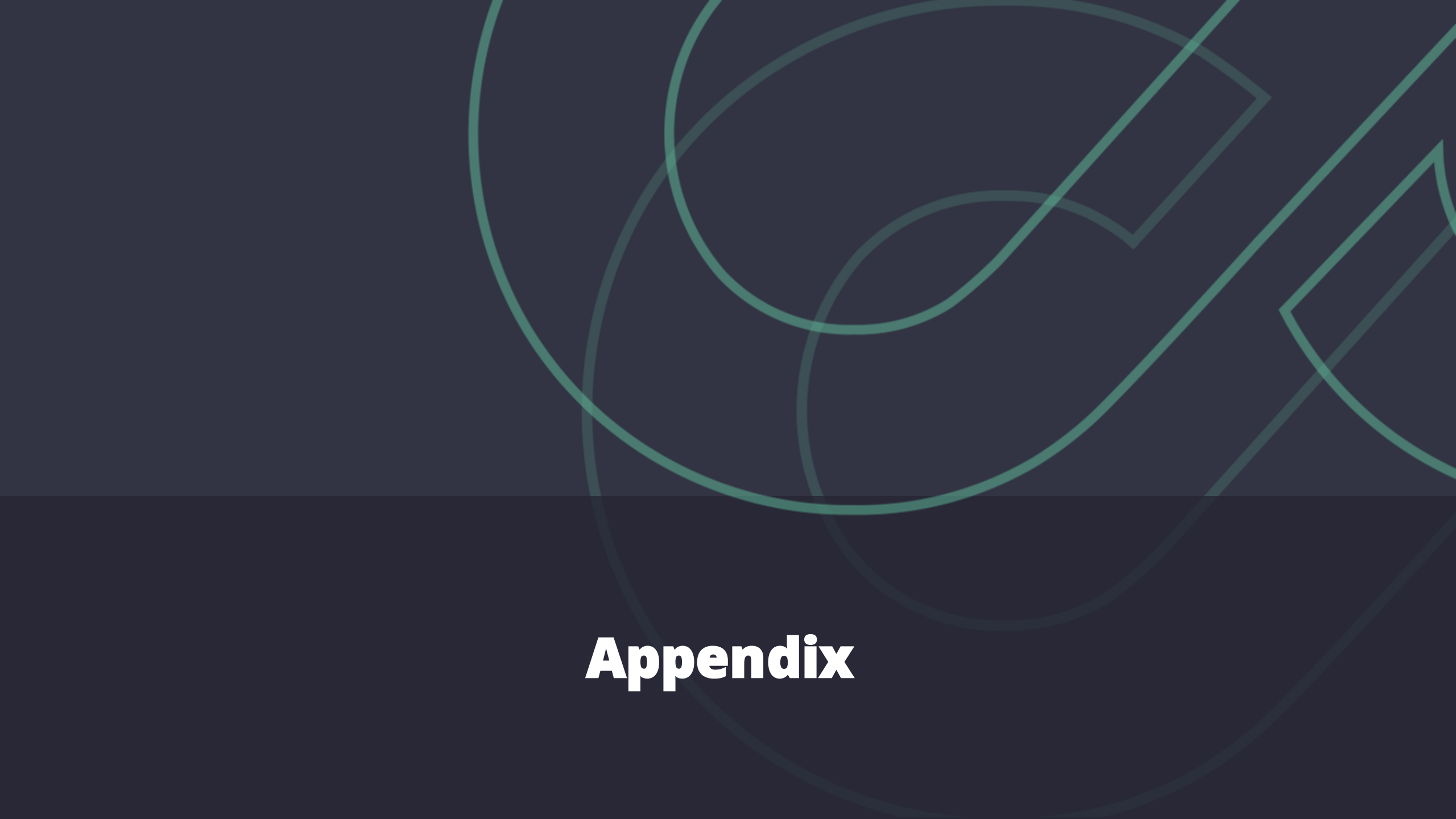
	Q3 2026	FY 2026
Total Revenue	\$151.5 – \$154.5M	\$612M – \$632M
Adjusted EBITDA	\$44M - \$46M	\$183M – \$191M

Based on our current outlook, we expect full-year results to trend toward the lower end of our guidance ranges.



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Q&A

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Appendix

GAAP to Non-GAAP Adj EBITDA Reconciliation

Adjusted EBITDA

(\$ in 000s)

	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	LTM	
						Q2 2025	Q2 2026
Net Income from Continuing Operations	\$5,761	\$5,804	\$5,705	\$7,171	\$9,716	\$10,060	\$28,396
Adjusted to Exclude the Following:							
Interest and Other Expense, Net	8,798	8,902	7,632	4,774	6,286	41,774	27,594
Income Tax Expense (Benefit)	1,243	1,247	(47)	632	1,472	968	3,304
Depreciation and Amortization	16,589	16,763	17,108	15,115	15,264	73,202	64,250
Other Amortization	1,541	1,590	1,653	1,702	1,754	5,810	6,699
Stock-based Compensation Expense	8,072	6,724	6,378	5,881	5,769	28,900	24,752
Transaction-Related and Other Non-Recurring or Unusual Costs	2,953	5,423	5,726	5,394	4,281	15,461	20,824
Adjusted EBITDA from Continuing Operations	\$44,957	\$46,453	\$44,155	\$40,669	\$44,542	\$176,175	\$175,819
<i>Adjusted EBITDA Margin ¹</i>	30.4%	31.5%	29.2%	27.6%	29.3%	30.7%	29.4%

¹Calculated as a percentage of GAAP Revenue as of the respective period presented
Note: minor rounding differences may exist in the figures presented

GAAP to Non-GAAP Adj Gross Profit Reconciliation

Adjusted Gross Profit

(\$ in 000s)

	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	LTM	
						Q2 2025	Q2 2026
Gross Profit from Continuing Operations	\$110,067	\$109,145	\$112,293	\$109,884	\$114,468	\$428,076	\$445,790
Adjusted to Exclude the Following:							
Depreciation and Amortization	4,553	4,846	4,855	4,897	5,032	19,714	19,630
Adjusted Gross Profit from Continuing Operations¹	\$114,620	\$113,991	\$117,148	\$114,781	\$119,500	\$447,790	\$465,420
Adjusted Gross Profit Margin	77.4%	77.3%	77.5%	77.8%	78.6%	78.0%	77.8%

¹Gross profit is calculated as total revenues less cost of revenues (exclusive of depreciation and amortization), amortization of developed technology, amortization of capitalized software and depreciation expense (allocated to cost of revenues).
Note: minor rounding differences may exist in the figures presented

Pro Forma Revenue Metrics²

Pro Forma Revenue

(\$ in 000s)

	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Revenue as reported	\$148,015	\$147,466	\$151,153	\$147,465	\$152,017
Plus acquisition revenue ¹	1,018	874	-	-	-
Pro Forma Revenue	\$149,033	\$148,340	\$151,153	\$147,465	\$152,017
Pro Forma Revenue Growth (YoY)	7.8%	5.3%	4.6%	3.0%	2.0%

LTM

	Q2 2025	Q2 2026
Revenue as reported	\$574,098	\$598,101
Plus acquisition revenue ¹	3,458	874
Pro Forma Revenue	\$577,556	\$598,975
Pro Forma Revenue Growth (YoY)	8.2%	3.7%

Pro Forma Subscription and Transaction Fees Revenue

(\$ in 000s)

	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Subscription and Transaction Fees Revenue as reported	\$142,841	\$142,184	\$144,111	\$142,099	\$147,350
Plus acquisition revenue ¹	1,018	874	-	-	-
Pro Forma Subscription and Transaction Fees Revenue	\$143,859	\$143,058	\$144,111	\$142,099	\$147,350
Pro Forma Subscription and Transaction Fees Revenue Growth (YoY)	7.8%	4.4%	4.1%	2.5%	2.4%

LTM

	Q2 2025	Q2 2026
Subscription and Transaction Fees Revenue as reported	\$554,531	\$575,744
Plus acquisition revenue ¹	3,458	874
Pro Forma Subscription and Transaction Fees Revenue	\$557,989	\$576,618
Pro Forma Subscription and Transaction Fees Revenue Growth (YoY)	8.4%	3.3%

Note: minor rounding differences may exist in the figures presented

¹ Acquisition revenue includes the estimated revenue associated with ZyraTalk prior to the September 15, 2025 acquisition date (see Pro Forma Revenue and Pro Forma Revenue Growth Rate definition under Non-GAAP financial measures).

² All metrics from continuing operations

LFCF and aUFCF Reconciliations¹

Levered and Adjusted Unlevered Free Cash Flow

(\$ in 000s)

	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Cash Flow from Operations	\$26,981	\$32,524	\$21,273	\$24,602	\$28,543
Adjusted for the Following:					
Purchase of PP&E	(499)	(941)	(293)	(856)	(629)
Capitalized Software Costs	(7,603)	(8,268)	(8,689)	(7,187)	(8,392)
Levered Free Cash Flow	\$18,879	\$23,315	\$12,291	\$16,559	\$19,522
LFCF Margin	10.3%	12.9%	7.6%	11.2%	12.8%

Adjusted EBITDA	\$47,736	\$50,308	\$46,346	\$40,669	\$44,542
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Adjusted for the Following:

Transaction-Related and Other Non-Recurring or Unusual Costs	(3,169)	(5,659)	(6,009)	(5,263)	(4,281)
Purchase of PP&E	(499)	(941)	(293)	(856)	(629)
Capitalized Software Costs	(7,603)	(8,268)	(8,689)	(7,187)	(8,392)
Capitalized Commissions	(1,574)	(3,109)	(2,274)	(2,112)	(2,519)
Adjusted Unlevered Free Cash Flow	\$34,891	\$32,331	\$29,081	\$25,251	\$28,721
Adjusted aUFCF Margin	19.1%	17.9%	18.0%	17.1%	18.9%

LTM

	Q2 2025	Q2 2026
Cash Flow from Operations	\$133,606	\$106,942
Adjusted for the Following:		
Purchase of PP&E	(1,418)	(2,719)
Capitalized Software Costs	(21,395)	(32,536)
LTM Levered Free Cash Flow	\$110,793	\$71,687
LTM LFCF Margin	15.7%	11.2%

Adjusted EBITDA	\$190,331	\$181,865
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Transaction-Related and Other Non-Recurring or Unusual Costs	(16,068)	(21,212)
Purchase of PP&E	(1,418)	(2,719)
Capitalized Software Costs	(21,395)	(32,536)
Capitalized Commissions	(7,725)	(10,014)
LTM Adjusted Unlevered Free Cash Flow	\$143,725	\$115,384
LTM Adjusted aUFCF Margin	20.4%	18.0%

¹These metrics are inclusive of continuing and discontinued operations.
Note: minor rounding differences may exist in the figures presented

Non-GAAP Operating Expense Reconciliation²

(\$ in 000s)						LTM	
	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q2 2025	Q2 2026
Sales and Marketing as reported	\$30,611	\$26,526	\$33,583	\$33,087	\$33,724	\$116,969	\$126,920
Adjusted for the Following:							
Stock-based Compensation Expense	(393)	(435)	(508)	(364)	(521)	(1,176)	(1,828)
Other Amortization	(1,541)	(1,590)	(1,653)	(1,702)	(1,754)	(5,810)	(6,699)
Transaction-Related and Other Non-Recurring or Unusual Costs	(5)	(16)	(19)	(502)	(565)	(489)	(1,102)
Adjusted Sales and Marketing	\$28,672	\$24,485	\$31,403	\$30,519	\$30,884	\$109,494	\$117,291
Product Development as reported	\$19,497	\$19,387	\$20,171	\$21,199	\$21,396	\$77,105	\$82,153
Adjusted for the Following:							
Stock-based Compensation Expense	(653)	(693)	(674)	(648)	(833)	(2,007)	(2,848)
Transaction-Related and Other Non-Recurring or Unusual Costs	(490)	256	(799)	(281)	(486)	(1,772)	(1,310)
Adjusted Product Development	\$18,354	\$18,950	\$18,698	\$20,270	\$20,077	\$73,326	\$77,995
General and Administrative as reported	\$32,121	\$35,362	\$32,996	\$32,672	\$31,642	\$127,648	\$132,672
Adjusted for the Following:							
Stock-based Compensation Expense	(7,026) ¹	(5,596) ¹	(5,196) ¹	(4,869) ¹	(4,415) ¹	(25,715)	(20,076)
Transaction-Related and Other Non-Recurring or Unusual Costs	(2,458)	(5,663)	(4,908)	(4,480)	(3,230)	(13,136)	(18,281)
Adjusted General and Administrative	\$22,637	\$24,103	\$22,892	\$23,323	\$23,997	\$88,797	\$94,315
Total Adjusted Operating Expenses	\$69,663	\$67,538	\$72,993	\$74,112	\$74,958	\$271,617	\$289,601
% of Revenue	47.1%	45.8%	48.3%	50.3%	49.3%	47.3%	48.4%

¹ Includes approximately \$0.1M of stock-based compensation expense recorded to cost of revenues

² All metrics from continuing operations

Note: minor rounding differences may exist in the figures presented

Definitions

Unless otherwise noted, all amounts, percentages and discussions below and in the following reconciliations reflect only the results of operations and financial condition of our continuing operations (i.e., excluding Marketing Technology Solutions, which qualifies as discontinued operations). In each case, the most directly comparable GAAP metric is presented from continuing operations only.

Adjusted EBITDA: Adjusted EBITDA is calculated as net income (loss) adjusted to exclude interest and other expense, net, income tax expense (benefit), depreciation and amortization, other amortization, stock-based compensation expense and transaction-related and other non-recurring or unusual costs. Other amortization includes amortization for capitalized contract acquisition costs. Transaction-related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring or unusual costs are expenses such as impairment charges, (gains) losses from divestitures, system implementation costs including amortization of cloud-based software implementation costs, including amortization of cloud-based software implementation costs, executive separation costs, severance expense related to planned restructuring activities, and costs associated with integration and transformation improvements. Transaction-related and other non-recurring or unusual costs are excluded as they are not representative of our underlying operating performance.

Adjusted Gross Profit: Adjusted Gross Profit is calculated as gross profit adjusted to exclude depreciation and amortization allocated to cost of revenues. Gross profit is calculated as total revenues less cost of revenues (exclusive of depreciation and amortization), amortization of developed technology, amortization of capitalized software and depreciation expense (allocated to cost of revenues).

Annualized Net Revenue Retention: The percentage of recurring revenue retained from existing customers over a 12 month period. It takes into account revenue increases from upsell and cross-sell, as well as revenue decreases from downgrades and cancellation.

Adjusted Operating Expenses: Adjusted Operating Expenses (Sales and Marketing, Product Development, and General and Administrative) are calculated as reported operating expense, adjusted to exclude stock-based compensation expense, other amortization, and transaction-related and other non-recurring or unusual costs. Other amortization includes amortization for capitalized contract acquisition costs. Transaction-related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring or unusual costs are expenses such as system implementation costs, including amortization of cloud-based software implementation costs, executive separation costs, and severance related to planned restructuring activities. Transaction-related costs and other non-recurring or unusual costs are excluded as they are not representative of our underlying operating performance.

Adjusted Unlevered Free Cash Flow: Adjusted Unlevered Free Cash Flow (aUFCF) is inclusive of continuing and discontinued operations for all periods presented and is calculated as Adjusted EBITDA, less transaction-related and other non-recurring or unusual costs, purchases of PP&E, capitalized software costs, and capitalized commissions. Transaction-related and other non-recurring or unusual costs, capitalized software costs and capitalized commissions are costs that are excluded from Adjusted EBITDA but are cash costs and as such are included in the aUFCF calculation. Transaction-related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring or unusual costs are expenses such as system implementation costs, executive separation costs, and severance related to planned restructuring activities.

Definitions

Levered Free Cash Flow: Levered Free Cash Flow (LFCF) is inclusive of continuing and discontinued operations for all periods presented and is calculated as Cash Flow from Operations, adjusted for purchases of PP&E and capitalized software costs. Purchases of PP&E and capitalized software costs are cash expenses unrelated to financing activities and as such are included in the definition of LFCF.

Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate: Pro Forma Revenue, Pro Forma Payments Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate are key performance measures that our management uses to assess our consolidated operating performance from continuing operations over time. Management also uses these metrics for planning and forecasting purposes.

Our year-over-year Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate are calculated as though all acquisitions and divestitures closed as of the end of the latest period were completed as of the first day of the prior year period presented. In calculating Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate, we add the revenue from acquisitions for the reporting periods prior to the date of acquisition (including estimated purchase accounting adjustments) and exclude revenue from divestitures for the reporting periods prior to the date of divestiture, and then calculate our revenue growth rate between the two reported periods. As a result, Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate includes pro forma revenue from businesses acquired and excludes revenue from businesses divested of during the period, including revenue generated during periods when we did not yet own the acquired businesses and excludes revenue prior to the divestiture of the business. In including such pre-acquisition revenue and excluding pre-divestiture revenue, Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate allow us to measure the underlying revenue growth of our business as it stands as of the end of the respective period, which we believe provides insight into our then-current operations. Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate do not represent organic revenue generated by our business as it stood at the beginning of the respective period. Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate are not necessarily indicative of either future results of operations or actual results that might have been achieved had the acquisitions and divestitures been consummated on the first day of the prior year period presented. We believe that these metrics are useful to investors in analyzing our financial and operational performance period over period and evaluating the growth of our business, normalizing for the impact of acquisitions and divestitures. These metrics are particularly useful to management due to the number of acquired entities.

Total Payments Volume ("TPV"): Total Payments Volume is the annualized run rate volume of payments processed by an EverCommerce customer through an EverCommerce solution.