SEC Form 4														
FORM 4 UNITED S			D STAT	ATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							SION			
Section 16. Fo	k if no longer subject to rm 4 or Form 5 y continue. <i>See</i> ).	STA		pursuar	t to Section 16(a) of the In	of the S	ecuriti	es Exchange /	Act of 19	_	ור	OMB Estim	Number: ated average burd per response:	3235-0287
1	ress of Reporting Per athan Edward	son <sup>*</sup>			er Name <b>and</b> Ticker l <u>ytics, Inc.</u> [(			ymbol			k all applicable)		g Person(s) to Is 10% C	
(Last) (First) (Middle)				3. Date of Earliest Transaction (Month/Day/Year) 05/23/2024							Officer (give title Other (specify below) below)			
675 PONCE DE LEON AVE NE SUITE 4100				4. If Amendment, Date of Original Filed (Month/Day/Year)					6. Indi Line) X	,				
(Street) ATLANTA	GA	30308									Form filed by Person	y Mor	e than One Repo	orting
(City)	(State)	(Zip)		Rule 10b5-1(c) Transaction Indication Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.										
		Table I - No	n-Deriva	tive S	ecurities Acq	uired,	Dis	posed of, o	or Ben	eficially	Owned			
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of 5)			5. Amount of Securities Beneficially Owned Follow Reported	ring	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
						Code	v	Amount	(A) or	Price	Transaction(s)			

												(1150.57				
		-	Table II - Deriv (e.g.,					uired, Dis s, options,				Owned				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed 4. Execution Date, if any Code (Ins (Month/Day/Year) 8)					6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares					
Restricted Stock Unit	(1)	05/23/2024		A		11,000		(2)	(2)	Common Stock	11,000	\$0	11,000	D		

## Explanation of Responses:

1. Each restricted stock unit ("RSU") represents a contingent right to receive one share of common stock of the Issuer, or at the election of the Issuer, its cash equivalent.

2. The RSUs shall vest in full on the one-year anniversary of the date of grant, provided that the Reporting Person remains a director of the Issuer on such vesting date.

## **Remarks:**

/s/ Nick Lynton, Attorney-in-	05/23/2024
Fact	03/23/2024

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.