SEC Form 4

FORM 4

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number:	3235-0287
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	Form 4 or Form 5		-		_		_	Es	stimated average but	rden
Obligations ma Instruction 1(t)	ay continue. See		Filed nursu	ant to Section 16(a) of the Secur	ities Exchange Act of 1934	L	hc	urs per response:	0.5
	- /					ompany Act of 1940		<u> </u>		
1. Name and Add SOMERS I		g Person [*]		suer Name and Tic rdlytics, Inc.		j Symbol	(Check	ationship of Repo (all applicable) Director Officer (give ti		Issuer Owner (specify
(Last)	(First)	(Middle)		oto of Farliant Tran	contion (Mant	h/Dov/Moor)	X	below)	below	
C/O CARDLY	· · ·	(induce)		ate of Earliest Tran 09/2020	saction (Mont	n/Day/rear)		Chief Legal	& Privacy Offi	cer
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1	JE LEON AVI	ENUE NE, SUIT	E							
6000			4. If	Amendment, Date	of Original File	ed (Month/Day/Year)	6. Indiv Line)	/idual or Joint/G	roup Filing (Check	Applicable
(Street)							X	Form filed by	One Reporting Pe	rson
ATLANTA	GA	30308						Form filed by Person	More than One Re	eporting
(City)	(State)	(Zip)								
		Table I - Non-	Derivative	Securities Ac	quired, Dis	sposed of, or Benet	ficially	Owned		
1. Title of Securi	ty (Instr. 3)	Da	Transaction Ite	2A. Deemed Execution Date,	3. Transaction	4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4		5. Amount of Securities	6. Ownership Form: Direct	7. Nature of Indirect

	Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Code (Disposed Of	(D) (Inst	r. 3, 4 and 5)	Securities Beneficially Owned Following Reported	Form: Direct (D) or Indirect (I) (Instr. 4)	of Indirect Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150. 4)
Common Stock	03/09/2020		S ⁽¹⁾		2,488	D	\$44.52 ⁽²⁾	76,218	D	
Common Stock	03/09/2020		S ⁽¹⁾		300	D	\$45.68 ⁽³⁾	75,918	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		5. Number of Derivative Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		7. Titl Amou Secur Unde Deriv Secur 3 and	int of rities rlying ative rity (Instr.	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				

Explanation of Responses:

1. Shares sold to satisfy withholding tax obligations upon the delivery of shares of common stock for performance stock units that vested on February 26, 2020.

2. The price reported is a weighted average sales price. These shares were sold in multiple transactions at prices ranging from \$44.06 to \$45.03, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (2) and (3) to this Form 4.

3. The price reported is a weighted average sales price. These shares were sold in multiple transactions at prices ranging from \$45.15 to \$46.01, inclusive.

Remarks:

/s/ Kirk L. Somers

** Signature of Reporting Person Date

03/11/2020

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

* 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.