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## Subway and Mobivity to Present Next Generation Mobile Communication and Commerce at the MMA CEO & CMO Summit on July 17th

PHOENIX, July 17, 2018 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), makers of the award-winning platform for driving customer frequency, [re•currency](#), today announced they will be presenting the results from Subway's live deployment of a Rich Communication Services (RCS) trial on the main stage at the [MMA CEO & CMO Summit](#), in Sonoma, CA, at 11:30 AM on Tuesday, July 17th, 2018.

Mobivity CEO Dennis Becker will co-present with Subway's Chief Digital Officer, Carissa Ganelli, who will speak about specific details related to their successful RCS pilot, and how it is driving advancements in personalized mobile ordering without mobile apps.

Google RCS is a dynamic and interactive technology that delivers the conversational simplicity of messaging while allowing customers to find the nearest Subway location, learn about special offers, prepare an order, and pay by mobile. Google RCS is the next generation of SMS which brings many of the rich media features found in apps to Android using the native messaging client.

Ganelli is eager to share the results of the RCS trial, which took place late in 2017. The trial delivered weekly offers to thousands of Subway guests using RCS in place of SMS. This trial showcases how Google RCS engages and drives customers to Subway more effectively than traditional channels.

"It is critical to us that we deliver a seamless, engaging experience to guests and make our delicious sandwiches easily accessible to them," said Ganelli. "We, along with Mobivity, are excited to share the results of our RCS trial and how Subway continues to innovate to drive convenience for our guests."

Last year, Mobivity joined Google's Early Access Program and is now among the first to bring RCS experiences to market.

"The next generation of mobile communication is here," says Mobivity CEO Dennis Becker. "This jointly operated trial between Subway, Google, and Mobivity demonstrates how Mobivity's re•currency platform is delivering a richer customer experience without any additional apps downloaded by the user. We are proud to be working with our long-time client and partner Subway to bring their customers back more frequently."

Visitors to the MMA CEO & CMO Summit can see Subway's RCS results presented live on [Tuesday, July 17<sup>th</sup> at 11:30 AM](#). For those unable to attend, a summary of the presentation

will be posted on [Mobivity's blog](#) after the event.

## **About Mobivity**

Brick and mortar stores struggle to manage customer connections in a digital world. Mobivity provides a platform to connect national restaurants, retailers, personal care brands, and their partners with customers to increase retention, visits, and spend. Mobivity's re•currency suite of products increases customer engagement and frequency by capturing detailed POS transaction records, analyzing customer habits, and motivating customers and employees through data-driven messaging applications and rewards. For more information about Mobivity, visit [mobivity.com](http://mobivity.com) or call (877) 282-7660.

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