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Mobivity Marks Major Milestone: 1 Billion SmartTransACTIONS

Each Month, Millions of Consumers Are Having More Timely, Relevant, and Contextual Connections With Brands

PHOENIX, AZ -- (Marketwired) -- 02/01/16 -- Mobivity Holdings Corp. (OTCQB: MFON), the award-winning, mobile marketing and customer engagement platform, today announced they have surpassed 1 billion SmartTransACTIONS.

"One billion represents a significant milestone for our clients and for our company. Each month, millions of Americans are experiencing SmartTransACTIONS," said Dennis Becker, Mobivity CEO. He added, "It's important for our clients, because we are providing a more customized and personalized experience for their customers, while unlocking critical and timely SmartDATA from their Point of Sale to help determine the effectiveness of their marketing efforts. We're excited because we expect that number to grow rapidly as our current customers expand and we win more brands."

Today, brands and marketers are looking for a return on investment (ROI) from their marketing tactics. However, calculating ROI requires a way to attribute a result to a specific action or activity. The result is more brands are directing traditional marketing dollars to digital channels, with the hope of finding an attribution model that works.

According to the U.S. Census Bureau, only 7% of commerce in the US occurs online which means 93% is still happening in the physical world. Brands, and in particular restaurant and retail brands, need a better way to tie offline marketing activities to customer purchases, and then use the information to build a more relevant, personal experience for each customer, at a local and national level.

Mobivity is giving brands the ability to connect (and measure) marketing communications in the physical world by unlocking POS and mobile data and marrying it with other traditional tactics to create a closed loop: in some cases increasing response rates from 0.05% to 5% (or greater); improving online advertising conversion by 10X; and increasing revenue per ad by more than 2.5X.

At the billion transactions mark, with almost 2 million SmartTransACTIONS daily, Mobivity is now delivering this for brands at scale. "At the current rate, we'll surpass 2 billion SmartTransACTIONS by 2017. It's truly changing the way our clients connect with their customers," added Mr. Becker.

About Mobivity

Mobivity helps restaurant and retail brands grow their business by increasing customer frequency, engagement and spend. Mobivity's Smart suite of products -- including

SmartReceipt, SmartSMS, and SmartAnalytics -- allow brands to unlock the power of customer, employee and POS data like never before. This creates a closed-loop marketing solution that provides SmartDATA-driven insights, attributions, and validation, at scale, to continually adapt and provide more personalized, relevant, localized and targeted customer communications. Mobivity clients include SUBWAY®, SONIC®, Jamba Juice®, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, visit: www.mobivity.com or call 1 (877) 282-7660.

Forward Looking Statement

This press release contains forward-looking statements concerning Mobivity Holdings Corp. within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Those forward-looking statements include statements regarding the Company's plans to cross-market its products, including its recently acquired SmartReceipt operations; expectations for the growth of the Company's operations and revenue; and the advantages and growth prospects of the mobile marketing industry. Such statements are subject to certain risks and uncertainties, and actual circumstances, events or results may differ materially from those projected in such forward-looking statements. Factors that could cause or contribute to differences include, but are not limited to, the application and enforcement of the TCPA amendments in ways not expected; our ability to successfully integrate the SmartReceipt operations and our recent additions to management; our ability to develop the sales force required to achieve our development and revenue goals; our ability to raise additional working capital as and when needed; changes in the laws and regulations affecting the mobile marketing industry and those other risks set forth in Mobivity Holdings Corp.'s annual report on Form 10-K for the year ended December 31, 2014 filed with the SEC on March 31, 2015 and subsequently filed quarterly reports on Form 10-Q. Mobivity Holdings Corp. cautions readers not to place undue reliance on any forward-looking statements. Mobivity Holdings Corp. does not undertake, and specifically disclaims any obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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