

November 13, 2017



# Smashburger Increases Revenue with Mobivity Smart Solutions

PHOENIX, Nov. 13, 2017 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), makers of the award-winning platform for intelligent and personalized marketing in the real world, and Smashburger, the national better burger restaurant known for its fresh, smashed to order burgers, today announced the initial results of their partnership to employ Mobivity's SmartReceipt technology to drive increased revenue, customer engagement, and customer satisfaction at Smashburger restaurants. The results speak for themselves as Smashburger achieved over \$200,000 in attributable revenue within just the first 45 days of the program being launched at 190 of its corporate-owned locations.

Mobivity's SmartReceipt allows Smashburger to reformat their receipts from plain transaction record (used to pick up a customer order) into a dynamic communications medium with customized offers for each consumer based on what they purchased. Transaction details for every receipt are compiled in the cloud where the data is applied to machine learning and other cognitive technologies to instruct future offers and predict results. The performance data collected informs not only future receipt offers and coupons, but meaningful information about the popularity of menu items, the appropriate price points for Smashburger's offerings, and more.

The initial rollout covered 190 corporate owned locations, and functioned as a test to demonstrate whether Mobivity's SmartReceipt could have a meaningful impact on the business. In just 45 days, participating Smashburger restaurants printed over 1.2 Million coupon-enhanced receipts which drove over 15,000 redemptions. More importantly, the average ticket (total purchase amount) for redeeming customers was \$3.51 above average, demonstrating that these consumers were actually spending more while being rewarded for their loyalty to Smashburger. In fact, consumers who redeem SmartReceipt coupons return on average every 8 days, more than seven times more frequently than those that don't utilize the offers.

"Smashburger started because we believe people want a better burger experience, and we can deliver." Said Tom Ryan, Founder and CEO of Smashburger. "That experience doesn't end with the taste of our burgers, it extends to the entire customer experience. Mobivity enables us to communicate and engage the modern customer in a relevant and effective way, and the data insights we get help inform a wide variety of business decisions; but the most important thing is getting results, and so far we're thrilled with customer response to the printed coupons and the financial results for our business." The next step for the partnership is to roll out this technology to the rest of the more than 330 Smashburger locations in the US.

"Smashburger is a tremendous partner," said Dennis Becker, CEO of Mobivity. "Their organization is full of forward-thinking people who are motivated to better serve the modern consumer. We're thrilled not only to play a part in helping them achieve their vision, but also

for the role they continue to play in helping us achieve ours. The insights we get from working with Smashburger are already shaping the next generation of solutions from Mobivity.”

For more information, or to schedule a briefing on Mobivity solutions, please contact Corey O’Donnell, Mobivity’s Senior Vice President of Marketing, at [corey.odonnell@mobivity.com](mailto:corey.odonnell@mobivity.com) or (480) 588-2470.

#### About Mobivity

Mobivity provides a platform for intelligent and personalized marketing in the real world. Real world customer activity in national restaurants, retailers, and personal care brands is difficult to track and connect to digital actions. Mobivity leverages detailed purchase data and communications platforms to improve business results by understanding, predicting, and influencing consumer behavior. We drive better actions and inform decisions by connecting point of sale outcomes to the events and influences that caused them. For more information about Mobivity, visit [mobivity.com](http://mobivity.com), or call (877) 282-7660.

#### About Smashburger

Smashburger is a leading fast casual better burger restaurant known for its fresh never frozen, beef burgers that are smashed on the grill to sear in the juices and seal in the flavor. In addition to burgers, Smashburger offers grilled or crispy chicken sandwiches, black bean burgers, fresh salads, signature side items such as Haystack onions and Veggie Frites, and hand-spun Haagen-Dazs® shakes. On each market menu, Smashburger offers locally inspired items like the regional burger, as well as regional sides and local craft beer. Smashburger began in 2007 with the vision of Rick Schaden and funding by Consumer Capital Partners—the private equity firm that Rick and his father Richard own. There are currently more than 370 corporate and franchise restaurants operating in 38 states and nine countries. To learn more, visit [www.smashburger.com](http://www.smashburger.com).

#### **MEDIA CONTACTS:**

Mobivity Investor Relations:

Robert B. Prag, President

The Del Mar Consulting Group, Inc.

(858) 794-9500

or

Scott Wilfong

President

Alex Partners, LLC

(425) 242-0891

Mobivity Contact:

Dennis Becker, Chairman and CEO

(877) 282-7660

Source: Mobivity Holdings Corp.