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Famous Dave's BBQ Selects Mobivity's recurrency Platform for National Customer Engagement

PHOENIX, Oct. 23, 2018 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB: MFON), creators of the award winning re-currency platform that increases customer visits and spend in restaurant, retail, and personal care brands today announced that [Famous Dave's](#) - pioneers of authentic BBQ with over 150 locations nationwide - has selected Mobivity's [recurrency technology](#) to drive increases in customer frequency and spend throughout their network.

Famous Dave's will use Mobivity's patented technologies to manage personalized mobile engagement campaigns with Mobivity's reach and targeted print advertising campaigns with Mobivity's receipt, all while gathering in-depth customer transaction records at the point-of-sale and uncovering unique insights through Mobivity's recognition analytics solution.

"Looking at different solutions, and different ways to engage our customers, we've selected Mobivity as our partner to help drive customer frequency and spend through personalized marketing," said Geovannie Concepcion, Chief Operating Officer of Famous Dave's. "It took our team just three weeks to evaluate Mobivity's solutions and take action to put the technology to work for our brand."

Famous Dave's is joining a growing roster of forward-thinking restaurant brands that are personalizing marketing and the customer experience. Cementing their value and staying top-of-mind is increasingly important for restaurants as consumers grow accustomed to the level of 1:1 personalization provided by ecommerce brands.

"Famous Dave's has developed an incredible customer experience through the use of in-house 'pitmasters' at each location, and our recurrency solution is the perfect pairing to their personalized approach," said Dennis Becker, CEO at Mobivity. "We are excited to see Famous Dave's implement intelligent and personalized campaigns with recurrency to increase visits and grow revenue, all while better connecting with their customers."

About Famous Dave's

Famous Dave's develops, owns, operates and franchises barbeque restaurants. Its menu features award-winning barbequed and grilled meats, a selection of salads, sandwiches, side items, and made-from-scratch desserts. As of August 13, 2018, the Company owns 16 locations and franchises an additional 134 restaurants in 33 states, the Commonwealth of Puerto Rico, Canada, and United Arab Emirates.

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 recurrency suite of products increases customer engagement and frequency by capturing detailed point-of-sale 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 or call (877) 282-7660.

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