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Mobivity Unveils Its Groundbreaking Patent-Pending Consumer Frequency Technology at the 2019 Restaurant Leadership Conference

Brands can now assess guest frequency impact of product combinations, pricing, and offers programs in real-time across any area of their franchise system

PHOENIX, April 08, 2019 (GLOBE NEWSWIRE) -- [Mobivity Holdings Corp.](#) (OTCQB: MFON), creators of the award-winning customer personalization platform, [Recurrency](#), today unveiled its innovative frequency impact technology enabling restaurant and retail brands to fully assess a variety of factors affecting consumer frequency.

Brick-and-mortar merchants can now tap into consumer purchase frequency performance connected to point-of-sale (POS) data that has until now only been available to the ever-expanding world of eCommerce retail. The new technology, developed by Mobivity's world-class Data Science team, introduces a patent-pending big data approach utilizing Mobivity's [Recapture](#) technology. This tracks each individual transaction at the POS, while combining other customer data points, to track how frequently each unique customer visits a store and what causes them to increase that frequency over time. Relating frequency to average ticket, day parts, and other insights is also provided via an elegant dashboard interface so that dialing in all aspects of a brand's product, pricing, and promotions mix can be optimized to achieve maximum frequency.

"Revenue growth for brick and mortar merchants is primarily driven by consumer frequency," said Dennis Becker, Mobivity Chairman and CEO. "In the past, merchants have had to rely on anecdotal evidence or expensive manual analysis to assess frequency impact from marketing programs to value pricing to new products. This new technology opens an entirely new dimension to our clients. They can now see whether or not a marketing program, new product, or other program actually had a positive effect on increasing customer frequency. We can't wait to get this tool in the hands of the world-class brands that are seeking key insights within their basket-level data, and help them identify trends that help drive additional customer visits, and ultimately spend."

To date, Mobivity's [Recognition](#) has provided reporting tools that allow multi-unit franchise brands to drill down into unique transactional data. These show how specific Recurrency-based offers and promotions affect average customer spend, all while capturing purchase history across an often disparate point-of-sale system. This new technology allows brands to not only measure how frequent their customers visit, but also how specific, line-item measured offers or products drive additional visits and increase frequency over time at the

store, market, national level.

Mobivity will be demonstrating its frequency impact technology at booth #606 at the 2019 [Restaurant Leadership Conference](#) in Phoenix, AZ April 7-10.

To learn more, or schedule a demo visit mobivity.com or call (877) 282-7660.

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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