

ConversionPoint Technologies Makes e-Commerce Marketing Smarter with Machine Learning – Releases “Cruise Control” Update

ConversionPoint Technologies, Inc., a leading e-Commerce customer acquisition platform, has released Cruise Control, a machine learning update to the company’s media optimization module, [DriveBy](#), which intelligently automates its key functions.

The addition of machine learning to the ConversionPoint platform allows e-Commerce marketers to deploy infinitely more combinations of media buys and landing pages, resulting in real-time analysis of a company’s entire media buy environment and an increase in ROI.

Cruise Control enables the media optimization module to continually learn from its results. It matches media buy information with landing page information, analyzes the results at the point of conversion, and then automates the best combinations for optimal cost-per-acquisition (CPA).

“Our goal is to make the conversion process as simple and effective as possible,” said Haig Newton, CTO of ConversionPoint Technologies. “The Cruise Control update was designed with this in mind, making media optimization more effective at lowering CPA.”

“We recognize it is crucial that technology adapts to the way consumers interact with media, which can often be unpredictable,” continued Newton. “The best e-Commerce solution must be flexible and trainable, with algorithms that can rapidly analyze and predict results from all possible combinations. As more new media channels come online, traditional methods of media optimization simply become too difficult or even impossible for humans to perform in high volume. DriveBy with Cruise Control makes it possible in an easy and highly-effective way.”

Robert Tallack, CEO of ConversionPoint Technologies, commented: “e-Commerce marketers are challenged with the increase in variety of media channels. That means we must use increasingly sophisticated advertising and conversion tactics to track online users across the omnichannel experience, and communicate with them using a coordinated, intelligent approach. Our Cruise Control update adds that ‘secret sauce’ to drive down CPA and increase conversions at an accelerated rate.”

About ConversionPoint Technologies

[ConversionPoint Technologies, Inc.](#) changes how companies connect to the buyer journey from first click to conversion to customer. The company’s e-Commerce customer

acquisition platform drives conversions through media optimization, CRM, and robust post-purchase modules that automate product delivery and remarketing. The result is a powerful SaaS enabling e-Commerce customer acquisition for brands and companies which lowers customer cost-per-acquisition (CPA) and boosts lifetime value (LTV). Connect on [Twitter](#), [LinkedIn](#) or [ConversionPoint.com](#).

Important Cautions Regarding Forward Looking Statements

Except for historical information contained herein, this press release contains forward-looking statements, which reflect the expectations of management of ConversionPoint Technologies, Inc. ("ConversionPoint" or the "Company") with respect to potential future events. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, but are not limited to comments regarding: the Company's relationships with its customers; management's expectations with respect to future services to be offered by the Company; management's current growth projections including the Company's annual revenue and gross profit run rates, expansion of operations including through acquisitions; the value and timing of future projects with existing or new customers or products; perceived benefits of becoming a public company and the timing for an initial public offering; and management's expectations regarding the Company's interim financing requirements and the proposed use of proceeds for such bridge financing; the Company's plans to become a leading e-Commerce company; plan to establish relationships with customers, partners, and/or agents which will enhance scalability, and sales and work efforts; the Company's strategic growth plan for coming years, including accelerating the growth of its business; the Company's predictions of its growth potential of its services and workforce.

These forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of such risks and uncertainties.