

ConversionPoint Technologies Acquires Leading e-Commerce Technology Provider, Sellpoints

ConversionPoint Acquisition Strategy Addresses e-Commerce Challenge of Rising Customer Acquisition Costs and Amazon Competition

Irvine, CA - December 11, 2017 – [ConversionPoint Technologies Inc.](#), an e-Commerce technology group, has acquired Sellpoints, Inc., an e-Commerce technology provider dedicated to helping retailers sell more online.

Sellpoints, through its OMNI and ReTargeter platforms, powers more than 10 billion hits per month for major brands and retailers, with its technology integrated into a majority of the top online U.S retailers.

“The acquisition of Sellpoints reflects our growth strategy aimed at addressing the rising costs of e-Commerce customer acquisition and typical lack of ROI focus when selling directly, through online retail or on Amazon,” stated Robert Tallack, CEO of ConversionPoint Technologies. “Sellpoints effectively addresses these challenges like no other, which is reflected in their marquee customer base of 500-plus major global brands. Further, Sellpoints’ online retail relationships have taken years to cultivate, which also creates a significant barrier to entry to others in this space.”

Paid search, programmatic display, cost-per-click affiliates and third-party lead generation are all standard tools e-Commerce marketers use to gain market share. However, according to Tallack, most e-Commerce marketers have little understanding of how to implement strategies that will reduce cost per acquisition (CPA) and increase lifetime value (LTV).

“Bringing Sellpoints into our portfolio of e-Commerce technology companies furthers our mission of deploying best-of-breed technologies to help brands, retailers, advertisers and agencies sell more efficiently and profitably online,” said Tallack.

Today’s highly-competitive marketplace demands that sellers be experts in all three areas of e-Commerce: direct (.com), online retail and Amazon. This can be daunting, since each channel has its own nuances and numerous pitfalls. “Each of our companies offer solutions and expertise perfectly tuned for each channel,” added Tallack. “Sellpoints addresses the online retail and Amazon markets with proprietary content strategies that result in higher product visibility which translates into sales.”

Sellpoints has operated in the e-Commerce space for over 17 years. Its investors include Menlo Ventures, Granite Ventures and IBM, who all continue to be ConversionPoint shareholders. Details of the transaction remain confidential.

“We couldn't be more excited to be a part of the ConversionPoint vision of helping top tier brands profitably sell more online and increase return on ad spend,” commented Sellpoints CEO, Brian O'Keefe. “Combining our expertise in the retail eCommerce channel with ConversionPoint’s other cross-channel technologies will allow our clients to make the most of every customer interaction.”

About Sellpoints

Sellpoints is an e-Commerce technology provider dedicated to helping brands and retailers sell more online. It achieves this by attracting qualified shoppers to product pages using traditional traffic acquisition channels (SEO, PPC) as well as innovative, predictive advertising solutions. Sellpoints then engages shoppers with the most relevant, targeted rich media content that increases the time spent interacting with the product description. Every interaction and transaction are tracked and analyzed, and with the resulting information applied to acquire more qualified traffic and drive further engagement. For more information about Sellpoints, go to www.sellpoints.com

About ConversionPoint Technologies

[ConversionPoint Technologies, Inc.](http://ConversionPointTechnologies.com) is a complementary group of e-Commerce technology providers that are changing how brands, advertisers and agencies connect with, acquire and retain customers. The company offers AI-enabled media optimization, CRM, and robust post-purchase modules that automate product delivery and remarketing. Addressing the three main channels of e-Commerce: direct (.com), online retail and Amazon, the company’s advanced proprietary technologies increases conversions, lifetime customer value, and return on ad spend. 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.

Company Contact:

Amy Chilla

amy@conversionpoint.com

Tel 949-573-7830

Investor Relations:

Ron Both or Geoffrey Plank

CMA

Tel 949-432-7566

cpti@cma.team