



nFusz RELEASES FIRST VIDEO-BASED CRM

notifiCRM Places Interactive Video Front And Center In All Customer And Prospect Communications

HOLLYWOOD, CA – August 28, 2017 - nFusz, Inc. (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, announced today that it has released **notifiCRM** version 3.0, the long-awaited commercial version of its interactive video-based customer relationship management and sales lead-gen tool.

Marketing professionals have long known the power of video to engage an audience and with recent advances in technology, more and more online social media portals have adapted their platforms to accommodate video. Recently, we've witnessed established social networks from Facebook to Instagram, and Snapchat to Twitter, incorporate video capabilities into their platforms, and now this month, Microsoft-owned LinkedIn announced their own expanded foray into video, allowing users to upload video content to the site from their mobile app. Notably, LinkedIn reports that videos are already getting shared *20 times more than any other content*.

“As Facebook, Twitter, Snapchat, YouTube, Yahoo/AOL/Oath and others have found, video is where the money is for digital advertising today...,” states Ingrid Lunden ([@ingridlunden](#)), writer and editor for *TechCrunch*, in a post dated Aug 22, 2017.

“The power of video to engage is indisputable,” states Rory J. Cutaia, nFusz CEO. “So, if you're using video, you've got your audience engaged – now what? You've got their attention, how are you going to monetize it? Are you going to simply display the URL to your website or maybe your phone number at the end of the video? What percentage of the people that were actually interested in your video are going to type in your URL or pick up the phone? How much greater would that percentage be if your audience could simply click on product images in the video and purchase your product or service right then and there, or be taken automatically to your website, or be connected by phone to your sales team – all while still watching your video – how about up to 600% greater. That's the power of interactive video and that's our **notifi** technology,” continues Mr. Cutaia.

Traditional CRM products are generally used by management to track and monitor the activities of a sales team, but do not provide the sales team with an effective tool that actually helps them sell. “With our flagship product, **notifiCRM**, we took the power of interactive video and built an enterprise-scale CRM platform around it. So instead of waiting for your audience to find your interactive video ad posted on their favorite social networks, sales professionals could in effect *push* it to them by sending that video directly to them in targeted campaigns, where you could accurately track who opened it, when they opened it, what they watched and for how long, and what they clicked on. With **notifiCRM** you'll know with a far greater degree of certainty which of your recipients was a hot lead, ready to buy your prospect or service. In fact, to make it really simple to identify your best prospects, we added a little button next to each prospect's name in our Lead Manager feature that lights up green to indicate which ones you should focus on first. And for those marketers who included a *buy-it-now* button in their **notifi**



interactive video, you'd be counting your money instead of your clicks and getting ready to launch your next **notifiCRM** campaign," continues Mr. Cutaia.

"We didn't just build **notifiCRM** for our large, global sales-based enterprise customers, but also for the small business owner, the backbone of our economy, and priced it to make it accessible to everyone," continues Mr. Cutaia. Priced on a subscription basis for plans that start at just \$9.99 per month, anyone can upload their YouTube videos to **notifiCRM**, add interactive elements to them, and distribute them to their customers and prospects. "And yes, even to their friends and family," states Mr. Cutaia.

Watch for new features, functionality and enhancements to be added every week.

[To try **notifiCRM** for yourself, click here.](#)

About nFusz, Inc.

nFusz, Inc. (OTCQB: FUSZ) is a Hollywood-based digital tech company. Our proprietary next generation interactive video technology is the core of our new broadcast and cloud-based, Software-as-a-Service (SaaS) products. We offer subscription-based Customer Relationship Management (CRM), sales lead generation, and social engagement software on mobile and desktop platforms for sales-based organizations, consumer brands, and artists seeking greater levels of engagement and higher conversion rates. Our software platform can accommodate any size campaign or sales organization, and is enterprise-class scalable to meet the needs of today's global organizations. Our service is built around our proprietary 'Video-First' Notifi technology, which places interactive video front and center in all customer and prospect communications. **We've re-invented what a CRM, lead-gen tool should be in today's video-centric business and social environment.** Now watch for our live broadcast interactive video platform that will redefine what 'engagement' means in consumer video consumption.

For more information on nFusz, Inc., visit www.nFusz.com.

Forward-Looking and Cautionary Statements

This press release may contain "forward-looking" information within the meaning of the Private Securities Litigation Reform Act of 1995. In accordance with the safe harbor provisions of this Act, statements contained herein that look forward in time that include everything other than historical information, involve risks and uncertainties that may affect the Company's actual results. There can be no assurance that such statements will prove to be accurate and there are a number of important factors that could cause actual results to differ materially from those expressed in any forward-looking statements made by the Company, including, but not limited to, plans and objectives of management for future operations or products, the market acceptance or future success of our products, and our future financial performance. The Company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2016, and other filings with the U. S. Securities and Exchange Commission (available at <http://www.sec.gov>). The Company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events, or otherwise.

For more information, please visit: www.nFusz.com



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