



nFusz Joins Marketo's Accelerate Partner Ecosystem With Next-Generation Interactive Video Platform That Does The Selling For You

HOLLYWOOD, CA – May 1, 2018 – [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, and its interactive video platform, [notifiCRM](#), has joined the [Marketo Accelerate partner ecosystem](#), the industry's first MarTech partner accelerator. notifiCRM's seamless integration with the Marketo Engagement Platform™ is designed to enhance marketing content and dramatically improve conversion rates through interactive video messaging that does the selling for you.

notifiCRM's direct integration with the Marketo Engagement Platform allows marketers to enjoy higher conversion rates by leveraging the power of nFusz' interactive video technology. With notifiCRM, marketers can insert clickable calls-to-action in their existing sales and marketing videos and access real-time video analytics including pixel tracking. The available in-video interactive features include click-to-buy, click-to-call, click to schedule a meeting, and many more — all of which allow customers and prospects to interact with, and respond to, the sales and marketing content while the video is still playing, without leaving the video, and while customer and prospect interest levels are piqued. The videos are viewable on any device without the need to download any additional software or player. The collaboration provides fully synchronized data and detailed video and message analytics shared across the nFusz and Marketo platforms, further personalizing and automating the marketing process.

"We are thrilled to welcome nFusz as a member of the Marketo Accelerate Ecosystem," states Shai Alfandray, Marketo's Vice President, Global Head of ISVs, LaunchPoint® Ecosystem. "Video has become an essential tool for marketers and nFusz's next-generation interactive video platform is a tool marketers can utilize to enhance their campaigns," continues Mr. Alfandray.

"We're very excited that our interactive video sales technology is now part of the Marketo Engagement Platform, the pre-eminent marketing solution for marketing professionals all over the world," states [Rory J. Cutaia](#), CEO of nFusz. "This partnership gives marketing professionals access, through the Marketo interface, to the power of our interactive video sales and marketing tool to create more effective customer engagement and drive conversion rates to new levels," continues Mr. Cutaia.

About nFusz, Inc.

[nFusz, Inc.](#) ([FUSZ](#)) is a Hollywood-based digital tech company. Our proprietary next-generation interactive video technology is the core of our cloud-based, Software-as-a-Service (SaaS) products. Our flagship product, [notifiCRM](#), is a subscription-based Customer Relationship Management (CRM), sales/lead generation, and social engagement platform compatible with all

mobile and desktop devices. Leveraging the power of our interactive video technology, notifiCRM does the selling for you, effectively eliminating sales skill from the sales process. Customers report up to a 600% increase in conversion rates. Our platform can accommodate any size campaign or sales organization, and it's enterprise-class scalable to meet the needs of today's global organizations. 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, 2017, and other filings with the U. S. Securities and Exchange Commission (available at 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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