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Grove Inc. Partners With Benzinga to Serve Ads Through Its Programmatic Ad Division, Interactive Offers

HENDERSON, NV, May 12, 2022 (GLOBE NEWSWIRE) -- via [NewMediaWire](#) – Grove Inc. (GRVI) SaaS ad platform has partnered with Benzinga to provide a programmatic, email advertising solution.

Interactive Offers will help Benzinga monetize their emails through its programmatic ad units. Publishers, like Benzinga, look to monetize their data and need reliable partners that have advertisers looking for high quality leads and traffic. Interactive Offers' platform makes it easy for advertisers and publishers to instantly set up accounts to start serving (and buying) new leads.

Benzinga, a hub for actionable information on the capital markets with approximately 25 million readers a month, is one of the largest online platforms that aims to empower a new generation of investors.

CEO Allan Marshall commented, *"The contract with Benzinga further establishes our presence as a desirable SaaS ad tech partner, helping us increase revenue, while working with an industry leader in the space."*

Grove's management believes the deal is a material step into a new revenue source for the company, with the goal of building continued relationships with new publishers and advertisers.

About Grove, Inc.

Grove, Inc. is a global innovator in hemp, health and wellness. The company has an array of in-house brands, and operates in multiple verticals including SaaS programmatic ad technology, and a wholly owned division dedicated to acquiring high growth e-commerce brands. The company sells to numerous consumer markets including the botanical, beauty, pet care, and functional foods sectors. It seeks to take advantage of an emerging worldwide trend in consumer products selling through Amazon and eCommerce.

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Forward-Looking Statements

This news release contains "forward-looking statements" as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with business strategy, potential acquisitions, revenue guidance, product development, integration and synergies of acquiring companies and personnel. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our annual report on Form 10-K and other periodic reports filed from time-to-time with the Securities and Exchange Commission.



Source: Grove, Inc.