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Grove's Programmatic Ad Tech Platform, Interactive Offers, Signs on 4 Major Partners

HENDERSON, NV, July 07, 2022 (GLOBE NEWSWIRE) -- via [NewMediaWire](#) – Grove Inc. (GRVI) announced that its wholly owned Adtech platform, Interactive Offers, continues its expansion into eCommerce with the addition of new partners within the financial industry to further boost its growing list of advertisers and publishers using its SaaS advertising platform.

The company has now partnered with [Outbrain](#), [ZeroHedge](#), [StreetAuthority](#), and [InvestingDaily](#), who will now utilize Interactive's SaaS advertising technology to monetize their current database as well as bring in new, targeted leads/customers.

Interactive Offers continues to establish its relationship with some of the biggest publishers and advertisers in the finance industry, as well as eCommerce giants, like its recent partnership with [Maropost](#).

The reality is that advertising online has become more expensive, month after month. Cost-per-click across mainstream channels like Facebook, Instagram, Google, and YouTube, has increased to a level that is nearly unattainable for most businesses to scale. Even worse, the traffic quality is diminishing, and verifiable clicks are dwindling.

Interactive Offers provides a comprehensive programmatic ad tech solution. IO verifies clicks are authentic, while operating for publishers and advertisers on a performance benchmark and acquiring leads/customers instead of charging per click or by impression. The company continues to expand as businesses look for reliable traffic to their products/services.

The company is rapidly scaling its click-to-opt-in program that can be used in email advertising, display advertising, and even on transactional confirmation pages. This helps deliver an even higher quality of customers with catered ads based on the user's buying behavior.

For eCommerce brands, especially, with the use of third-party cookies being disabled across the web, the ability to retarget consumers isn't what it used to be. Interactive Offers can now provide a way for advertisers to speak directly to customers through first party data who have just recently bought a product/service, and give them an instant, complimentary offer, based on their buying history. This will increase the cart value for publishers and provide advertisers with highly targeted customers with the click of a button.

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 E-commerce.

Company Contact

Andrew Norstrud

Email: investorinfo@cbd.io

Phone: (702) 332-5591

Investor Relations Contact

TraDigital IR

John McNamara

Email: john@tradigitalir.com

Phone: (917) 658-2602

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.