

Company Overview

ConversionPoint Technologies Inc., with offices in California and Minnesota, is a high-growth, eCommerce technology platform that empowers direct-to-consumer performance marketing. The company's proprietary eCommerce technology enables high-volume product sales across multiple consumer verticals. Its technology suite includes a media optimization solution that uses machine learning to optimize ad purchases and lower customer acquisition costs, and a CRM that provides a robust payment processing and customer data management platform. An integrated post-purchase customer management platform automates product delivery and customer re-marketing, and improves sales campaign ROI. The company also offers its technology platform to other eCommerce companies, generating SaaS-based recurring revenue in addition to product subscription revenue.

[2017, 2016 audited consolidated financial statements](#)

ConversionPoint Holdings, Inc. Announces Filing of Registration Statement for Proposed Initial Public Offering

Apr 15 2019, 9:00 AM EDT

Inuvo and ConversionPoint Technologies Announce Filing of Form S-4 Registration Statement Related to Proposed Acquisition

Dec 17 2018, 5:05 PM EST

ConversionPoint Holdings Announces Confidential Submission of Draft Registration Statement for Proposed Initial Public Offering

Dec 17 2018, 1:30 PM EST

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Disclaimer

Except for the historical information contained here in, the matters discussed in this document are forward-looking statements that involve risks and uncertainties, including but not limited to business conditions and the amount of growth in our industry and general economy, competitive factors, and other risks detailed from time to time in the Company's SEC reports, including but not limited to its annual reports on form 10-K and its quarterly reports on Form 10-Q. The company does not undertake any obligation to update forward-looking statements. All trademarks and brand name are the property of their respective companies.