

SeneGence International Unveils New Sales App With Verb's Interactive Video Features

HOLLYWOOD, Calif. and SALT LAKE CITY, May 09, 2019 (GLOBE NEWSWIRE) -- [VERB Technology Company, Inc.](#) (NASDAQ: VERB) ("VERB"), a leader in business-focused interactive video sales and marketing applications and the pioneer of Augmented Sales Intelligence software, today announced that its customer, [SeneGence International](#) ('SeneGence'), a recognized, international leader in the cosmetics industry, released the latest version of their SeneBiz app that now includes Verb's interactive tagg video features and functionality.

SeneGence unveiled their new SeneBiz app with Verb's interactive video feature at their Evolve Seminar event, held April 11-14 at their Tulsa, OK headquarters while live-streaming to their distributors in Australia and Canada. The SeneBiz app is powered by the VerbCRM platform.

Verb's interactive video feature allows SeneGence's network of independent distributors to create their own custom video content. Distributors can augment video content with clickable 'taggs' that encourage prospective customers to interact with the video content, directing viewers to social media sites, enrollment sites, as well as email and phone call portals.

"The new interactive video feature allows our Independent Distributors to connect and engage in new ways like never before in relationship marketing," stated Kirsten Aguilar, SeneGence's Executive Vice President of Global Marketing. "We are excited to see this technology push SeneGence's world class beauty products to new heights."

"We are pleased to provide SeneGence with our industry leading sales technology," stated [Rory J. Cutaia, CEO of VERB](#). "The collaboration between our Utah and California-based Verb teams is delivering measurable results for our clients, customers, and stockholders. The level of innovation they are delivering is taking the entire industry by storm."

About SeneGence International

SeneGence's full line of long-lasting cosmetics and anti-aging skin care is sold through a network of Independent Distributors around the world. SeneGence proudly distributes products that are made in the U.S.A. and formulated without lead or animal testing. To find a Distributor near you or to get more information on SeneGence products and business opportunities, please visit www.SeneGence.com.

About VERB

VERB Technology Company, Inc. is rapidly emerging as the market leader in sales and marketing applications utilizing its proprietary interactive video data collection and analysis technology. Following its successful acquisition of Utah-based Sound Concepts, the leading provider of digital tech-based marketing and customer relationship management applications

for the direct sales, network marketing and affiliate marketing industries, the newly combined company provides next-generation customer relationship management (“CRM”), lead generation, and video marketing software applications under the brand name TAGG. The Company’s proprietary and patent-pending technology produces real-time, measurable results with customers reporting greater than 600% increases in conversion rates. The Company’s software-as-a-service (SaaS) products are cloud-based, accessible on all mobile and desktop devices, and are available by subscription for individual and enterprise users. The Company’s technology is integrated into popular ERP, CRM, and marketing platforms, including Oracle NetSuite, Adobe Marketo, and integrations into Salesforce.com, Odoo, and Microsoft, among others are underway. To create and ‘tagg’ your own videos that you can share and post to social, [try taggLITE, available for FREE on our website](#).

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

Cautionary Note on Forward-Looking 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, 2018, 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.

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Source: Verb Technology Company, Inc.