

VERB to Offer Its Livestream eCommerce App Free to All Small Businesses in the U.S. Affected by the Pandemic

verbTEAMS, a powerful livestream ecommerce sales and marketing tool, can help small businesses, retailers, and entrepreneurs increase customer engagement and sales productivity in periods of extended remote work, social distancing, and pandemic related store closures

NEWPORT BEACH, Calif. and SALT LAKE CITY, Feb. 24, 2021 (GLOBE NEWSWIRE) -- VERB Technology Company, Inc. (Nasdaq: VERB) ("VERB" or the "Company"), a rapidly emerging market leader in business-focused interactive video sales and marketing tools, including livestream ecommerce, CRM, and content management applications, today announced that it is offering its LIVE STREAM ECOMMERCE technology to small businesses all over the country for free to help navigate the challenges the pandemic has created. Through their [verbTEAMS](#) app, users can create their own QVC and Home Shopping Network-style live broadcasts showcasing and promoting their products or services with one big difference - viewers can actually click right in the livestream video broadcast and purchase in real-time. It also has an on-screen real-time interactive chat feature that produces a true social experience allowing viewers to ask questions of the host as well as chat with one another during the live broadcast. It's as close as you can get to an actual in-store buying experience, and in many ways better, more engaging and more fun. Think Zoom and Shopify combined with your favorite live chat feature.

The verbTEAMS app with [verbLIVE](#), its interactive livestream feature, is particularly effective for Shopify users as well as eBay and Etsy sellers. For Salesforce users, the app also has a special one-click Salesforce app synchronization. In an effort to help small businesses recover, and in many cases survive the effects of the pandemic, VERB is offering its app for free for 30 days to all small businesses in the U.S. The free offer is effective immediately and interested users can sign up [here](#).

Available in mobile and desktop versions, the VERB app is easy-to-use and allows businesses and entrepreneurs to engage directly with customers during livestream sessions through clickable in-video icons to buy, receive additional product information, set up appointments, and other customizable interactive features, while offering real-time viewer interaction analytics to drive sales conversion rates in a friction-free sales setting.

In addition to the free use of verbTEAMS, VERB is offering free biweekly training and business seminars to help businesses with onboarding, understanding and using the app's powerful and innovative features, managing content and contacts, leveraging content analytics as well as viewer engagement analytics, and featuring entrepreneur showcases and success stories, among other supportive initiatives. To register for these events, please click [here](#).

“We expect livestream direct selling, already a massively successful and lucrative new channel in Asia, to grow in popularity in the U.S. as the paradigm shift continues and as businesses adapt to rapidly changing shopping trends and consumer behavior. We believe that we are best-positioned to help small businesses and entrepreneurs in this remote work environment by equipping them with the tools and support that can take customer engagement to new levels of sales productivity at a time when our Country’s small businesses need it most,” said Nick Hoggan, VERB Chief Revenue Officer.

“Entrepreneurs and small businesses are the backbone of our economy,” said Rory J. Cutaia, CEO of VERB. “We need to stop looking to our government for assistance. It’s time for the private sector to step up, to come together, combine our know how, combine our resources and help each other, and in so doing, help our friends, our families, our neighbors and the rest of our country. Ingenuity was born here, it lives here and it still thrives here. We’re proud to be among the many companies who have embraced this philosophy and decided to act, who know they can make a difference and have decided to do so. If we can inspire others to join us, we’ll get through this and we’ll all be the better and stronger for it.”

About VERB

VERB Technology Company, Inc. (Nasdaq: VERB) is rapidly emerging as the market leader in business-focused interactive video sales and marketing tools, including livestream ecommerce, CRM, and content management applications. With offices in California and Utah, USA, VERB provides next-generation software applications to sales-based organizations in more than 60 countries and 48 languages. The Company’s proprietary, patented, and patent-pending technology platform produces real-time, measurable results, with customers reporting greater than 600% increases in conversion rates. VERB’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 also integrated into popular ERP, CRM, and marketing platforms. For more information, please visit www.verb.tech.

FORWARD LOOKING STATEMENTS

This press release contains forward-looking statements that involve risks and uncertainties, including statements about the closing of the offering of common stock. These forward-looking statements involve risks and uncertainties. If any of these risks or uncertainties materialize, or if any of our assumptions prove incorrect, our actual results could differ materially from the results expressed or implied by these forward-looking statements. These risks and uncertainties include risks associated with: the COVID-19 pandemic and related public health measures on our business, customers, markets and the worldwide economy; our plans to attract new customers, retain existing customers and increase our annual revenue; the development and delivery of new products, including verbLIVE; our plans and expectations regarding software-as-a-service offerings; our ability to execute on, integrate, and realize the benefits of any acquisitions; fluctuations in our quarterly results of operations and other operating measures; increasing competition; general economic, market and business conditions; and the risks described in the filings that we make with the Securities and Exchange Commission (“SEC”) from time to time, including the risks described under the headings “Risk Factors” and “Management Discussion and Analysis of Financial Condition and Results of Operations” in our Annual Report on Form 10-K, which was filed with the SEC on May 14, 2020, as amended by Amendment No. 1 on Form 10-K/A to our Annual Report on Form 10-K, which was filed with the SEC on June 4, 2020, and which

should be read in conjunction with our financial results and forward-looking statements contained therein, and our Quarterly Report on Form 10-Q for the quarter ended September 30, 2020, which was filed with the SEC on November 16, 2020, which should be read in conjunction with our financial results and forward-looking statements contained therein. All forward-looking statements in this press release are based on information available to us as of the date hereof, and we do not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made, except as required by law.

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