

ConversionPoint Technologies Releases New Consumer Portal as Part of BlueDrone Update

[ConversionPoint Technologies Inc.](#), a leading eCommerce technology solution, empowering direct-to-consumer performance marketing, has announced a major new release of its fulfillment, customer service and remarketing module, [BlueDrone](#).

The new consumer facing portal release was developed with one thing in mind: enhancing the consumer experience through simplicity. Features included in this release:

- **Branded emails** - include order details, shipping information, links to track packages and customizable fields which can be used to drive remarketing traffic to incentive drivers like a consumer rewards platform or additional promotions.
- **Branded “Track My Package” page** - directs customers to a simple dashboard containing all their shipping information. Features for the eCommerce store include package tracking, abbreviated order details, and customizable links and logos.
- **Multiple entry points** - If a customer has lost their tracking email, they can also login directly to [BlueDrone.com](#), search for their order and they will see their shipment show up in the search results. Clicking on ‘View Details’ will bring them to the ‘Track My Order’ page.
- **One click information** - When a customer logs into the portal they will see a branded page. Here they can check shipping information, view all their orders, and contact customer support.
- **Purchase history** - a condensed view of the customer’s order history and links to ‘Track My Order’ page for each shipment.
- **Integrated customer support** - customers can email, call or initiate a chat to integrated customer support feature.

“Post-transaction interactions are key to a successful eCommerce eco-system. They are the touchpoints that keep customers satisfied, nurture future transactions and help e-tailers optimize remarketing campaigns. This release addresses all of those issues and we are pleased to deploy BlueDrone’s new consumer portal,” commented Haig Newton, CTO of ConversionPoint Technologies, Inc.

BlueDrone is one of three modules included in ConversionPoint’s eCommerce marketing solution. Historically, eCommerce marketing, transactional and post-transaction efforts have been pieced together via multiple technologies, which creates inefficiencies and typically added cost. ConversionPoint has joined these to provide one end-to-end solution that drives a lower customer acquisition cost and increases ROI on every transaction.

“This is the first in a long line of planned releases for the BlueDrone module. What really excites us about the new consumer facing portal is the opportunity for previously untapped

streams of revenue to be uncovered,” said ConversionPoint Technologies CEO, Robert Tallack.

“Specifically, the portal opens up the monetization of customer support interactions and new remarketing opportunities. The simple and smart architecture of this release has paved the way for practically limitless growth for BlueDrone.”

About ConversionPoint Technologies

ConversionPoint Technologies Inc., with offices in California and Minnesota, is a high-growth, eCommerce technology solution 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. For more information, visit www.conversionpoint.com. Follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#).

Important Cautions Regarding Forward Looking Statements

Except for historical information contained herein, this press release contains forward-looking statements, which reflect the expectations of management of ConversionPoint Technologies, Inc. (“ConversionPoint” or the “Company”) with respect to potential future events. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, but are not limited to comments regarding: the Company's relationships with its customers; management's expectations with respect to future services to be offered by the Company; management's current growth projections including the Company's annual revenue and gross profit run rates, expansion of operations including through acquisitions; the value and timing of future projects with existing or new customers or products; perceived benefits of becoming a public company and the timing for an initial public offering; and management's expectations regarding the Company's interim financing requirements and the proposed use of proceeds for such bridge financing; the Company's plans to become a leading e-Commerce company; plan to establish relationships with customers, partners, and/or agents which will enhance scalability, and sales and work efforts; the Company's strategic growth plan for coming years, including accelerating the growth of its business; the Company's predictions of its growth potential of its services and workforce.

These forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of such risks and uncertainties.

