

## **Zoomd Opens Platform to SMEs, Enabling Them to Market to Millions More**

Zoomd announces it will open its platform to mobile app-based small and medium enterprises (SMEs) and agencies, enabling them to market to over 200 million devices through the Company's streamlined and centralized marketing campaign dashboard

HERZLIYA, Israel, July 1, 2020 — **Zoomd Technologies Ltd.** (TSXV: ZOMD) (<https://www.zoomd.com>) and its wholly-owned subsidiary Zoomd Ltd. (collectively, "**Zoomd**" or the "**Company**"), the marketing tech (MarTech) user-acquisition and engagement platform, announces it will be offering its user acquisition campaign management platform to app-centered small and medium enterprises (SME). App-centered SMEs, comprised primarily of indie developers and agencies, will be able to use the Company's platform to execute tailored and specified mobile user acquisition campaigns on more than 600 media channels, many of which are limited by their native marketing tools.



Prior to this latest expansion of its platform, Zoomd offered app-based SMEs a handful of media channels through which to run mobile marketing campaigns. As a result of the expansion of the platform, SMEs will be able to reach more than 200 million devices on more than 600 channels. SMEs that will use Zoomd's platform will be able to design campaigns to suit their digital marketing objectives be it app installs, user engagement, or any other type of campaign that is technically practicable on Zoomd's platform.

“We are excited to open up the opportunity to small and medium businesses to use our wide-reaching and objective-enabling dashboard,” says Zoomd Chairman and Co-Founder Amit Bohensky. “Our platform’s flexibility and wide-reaching nature will allow app-based, SME digital marketers to realize their goals, opening up new horizons for Zoomd in the app business community.

### **About Zoomd:**

Zoomd (TSXV: ZOMD), founded in 2012 and began trading on the TSX Venture Exchange in September 2019, offers a site search engine to publishers, and a mobile app user-acquisition platform, integrated with a majority of global digital media, to advertisers. The platform unifies more than 600 media sources into one unified dashboard. Offering advertisers a user acquisition control center for managing all new customer acquisition campaigns using a single platform. By unifying all these media sources onto a single platform, Zoomd saves advertisers significant resources that would otherwise be spent consolidating data sources, thereby maximizing data collection and data insights while minimizing the resources spent on the exercise. Further, Zoomd is a performance-based platform that allows advertisers to advertise to the relevant target audiences using a key performance indicator-algorithm that is focused on achieving the advertisers’ goals and targets.

Operating a wide-reaching dashboard is a key feature of Zoomd’s technology, providing a unified platform that delivers several advantages for digital publishers and advertisers. The platform manages all user acquisition (UA) actions under a single user-friendly control-center management dashboard, offering campaign managers one screen and one invoice for all their UA activity. Zoomd also provides a site-search solution for publishers based on advanced Natural Language Processing (NLP), coupled with artificial intelligence (AI). These services have generated more than 500-million data points daily for publishers and advertisers.

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The reader should not place undue importance on forward-looking information and should not rely upon this information as of any other date. All forward-looking information contained in this press release is expressly qualified in its entirety by this cautionary statement.

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