



FOR IMMEDIATE RELEASE

CONTACT: Lindsay Ellis

(214) 432-3742

[lindsay@revtechaccelerator.com](mailto:lindsay@revtechaccelerator.com)

## Xclaim Mobile Raises \$450k, Brings Redemption to Ailing Digital Campaigns

Marketing Tech Extends the Life of Digital Ads via Push Notifications Without Requiring Consumers to Download Another App

July 22, 2016 11:00 ET | Source: Xclaim Mobile, Inc.

Dallas, July 22, 2016 – Xclaim Mobile, Inc., a Dallas-based tech startup led by a former AT&T Marketing Executive, has closed on a \$450,000 round of funding to accelerate the delivery of its promise of the right message, at the right time, at the right place. Xclaim’s unique process delivers one-click integration of location based advertising and push notifications into existing ad campaigns.

“Corporate Marketers are seeing declines in digital sales, while missing out on the rapid growth of Mobile,” says Brian Maupin, CEO Xclaim Mobile. “Digital Ads are broadly under-performing as the shift to Mobile has been quick and now exceeds Desktop. Mobile ad blockers, attribution models, and smaller screens further complicate their mobile aspirations. While Push Notifications and Location-Based Marketing are two of the most effective tools for mobile, App audience remains fragmented since Consumers are selective about which [Apps] they install and keep.”

GPG Ventures of Dallas led the largest investment in Xclaim Mobile and J.R. Garcia, Principal, says, “Xclaim enables its customers to cut through the complexities of the mobile marketing channel to so they can focus more on content creation and less on the logistics of content delivery. The team has done impressive work building this innovative solution based on their experience, passion and expertise that stands out in a large, growing market. GPG is excited about this investment in Xclaim Mobile, a company that has the potential to set the bar for the mobile marketing space.”

Xclaim Mobile’s proprietary software navigates the complexity of devices, locations, reporting, and channels by coding a typical ad buy flow to include a save-to-mobile opportunity. Thereafter, marketers have an opt-in mobile audience for location-based messages including the ability to schedule push notifications when and where it matters most. For illustration, other location-based solution providers deliver ad impressions that are optimized by audience. In contrast, Xclaim’s software extends the lifetime of the impression by presenting a save-to-mobile opportunity. Xclaim then helps Consumers and Marketers stay in contact regarding that saved offer by using time and location triggers for Push Notifications. Their campaign software delivers this new content through the native mobile wallets of Apple Pay, Android Pay, and Microsoft Wallet.

Key Product features:

- Push Notifications without requiring an App download
- Low commitment from the consumer yields more Saved Offers



FOR IMMEDIATE RELEASE  
CONTACT: Lindsay Ellis  
(214) 432-3742

[lindsay@revtechaccelerator.com](mailto:lindsay@revtechaccelerator.com)

- Geo-fencing with Digital-to-Store sales attribution
- Consumer manages their privacy, opt-in, alert preferences, and deletes
- Mobile Offers that auto-refresh and never expire
- Cross-promoting of other sales channels, social, apps, and offers

Built from the ground-up for the Corporate Marketer:

- Integrates with existing digital ad campaign strategies, KPI's, and budgets
- Retains the existing reporting technology while offering incremental sales
- 1 click for all of desktop, Apple Pay, Android Pay, & MS Wallet experiences

Funds will fuel nationwide sales growth with digital advertisers in Retail, Telecom, and Consumer Lending. To start a trial or learn more, visit [www.XclaimMb.com](http://www.XclaimMb.com)

### **About Xclaim Mobile, Inc.**

[Xclaim Mobile](#) was founded in Jan 2016. Co-Founders [Brian Maupin](#), CEO, and [Joshua Ellinger](#), CTO, have over a decade experience working together in various marketing technology capacities serving [AT&T](#), [Dickey's Barbecue](#), and [Exemplar Technologies](#). Given the Founders' professional careers, large enterprise deals already include a Fortune 50 Telco giant and a partnership with [TransUnion](#) to reach Consumer Lending clients. Their first investor was the [REVTECH](#) Accelerator that specializes in Retail Technology and is providing Xclaim the necessary support to grow with major Retailers. Additional funding was provided by various Angel Investors, [Right Side Capital](#) of San Francisco, and [GPG Ventures](#) of Dallas.

\_\_\_\_\_ Reference links in the About Section \_\_\_\_\_

<http://www.xclaimmb.com>

<https://www.linkedin.com/in/brianmaupin>

<https://www.linkedin.com/in/jellinger>

<https://www.att.com/>

<https://www.dickeys.com/>

<http://www.exemplartech.com/>

<http://www.transunion.com/>

<http://www.revtechaccelerator.com/>

<http://www.rightsidecapital.com/>

<http://gpgventures.com/>