Qples by Fobi Announces 77% Sales Growth YoY with Momentum From Media Solutions, AI (8112) Coupons & New API Integration

Qples continues to drive momentum in the shopper marketing industry, presenting at the ACP Conference and announcing a new API integration.

VANCOUVER, BRITISH COLUMBIA, CANADA, November 2, 2023 /EINPresswire.com/ -- Fobi AI Inc. (FOBI:TSXV) (FOBIF:OTCQB) (the "Company" or "Fobi"), an industry leader in harnessing AI and data intelligence to enable digital transformation, is pleased to provide shareholders with the following corporate update regarding the Company's subsidiary, Qples.

QPLES DIGITAL MEDIA SOLUTIONS CONTINUE TO DRIVE REVENUE, EXPANDING QPLES’ BRAND PRESENCE IN SHOPPER MARKETING

"We commend the Qples team for once again being at the forefront of driving innovation that brings exceptional value to their customers, partners, and, of course, our company and its shareholders."

Rob Anson, CEO and Chairman of Fobi AI

Qples continues to successfully expand its presence in the shopper marketing industry, experiencing a 77% increase in year-over-year (YoY) sales growth since the official launch of its media platform in late 2022. The Qples media platform offers mobile advertising solutions that enable retailers and CPG brands to track in-store attribution and ROI of their media campaigns, helping them better understand customer preferences and subsequently deliver more targeted and personalized experiences. As the digital marketing landscape evolves, including increasing demand for AI (8112) Universal Digital Coupons,

Qples has strategically focused on growing the digital media segment of its business to reach modern-day customers effectively, presenting the most relevant promotions and coupons wherever they shop.
QPLES PRESENTS AI (8112) CONSUMER EXPERIENCE AT ACP INDUSTRY COUPON CONFERENCE 2023

In September, Qples participated in a Q&A panel at the Association for Coupons & Promotions’ (previously Association for Coupon Professionals) annual Industry Coupon Conference to discuss the development of AI (8112) Universal Digital Coupons and how they work for customers. As one of three companies selected to present on the AI (8112) user experience, Qples distinguishes itself as the only solution provider to deliver coupons via web browser, in-app, native wallet, and print. These diverse delivery options enable Qples to offer the most versatility in the coupon market, positioning Qples as a leading coupon provider that is making business as easy as possible for retailers and CPG brands.

QPLES ANNOUNCES NEW API INTEGRATION SET TO REVOLUTIONIZE THE DIGITAL COUPON LANDSCAPE

Qples is currently negotiating several new partnerships to introduce a new Discovery API that will help brands further leverage Qples’ digital coupon capabilities and inventory. The new API is designed to cater to businesses that seek access to digital coupons but often lack the infrastructure to create and distribute these coupons to their customers.

Unlike other solution providers in the market who are limited to in-app discovery and redemption methods, clients using Qples' new Discovery API will be able to achieve enhanced coupon creation and distribution by distributing coupons directly to their consumers within their own apps. In providing access to all of Qples’ public offers and promotions, the Discovery API will empower brands to maximize their shopper budgets and distribute coupons to customers at the right time and place, creating an even more seamless coupon experience.

Eddy Watson, President of Qples, states: "I am so proud of how hard our team has worked with the expansion of Qples in the shopper marketing segment. As AI (8112) continues to grow, we have focused heavily on providing more capabilities and options that help our clients deliver coupons in an ever-evolving world, making business as easy as possible for them. With the combination of our new Discovery API, digital media, and new AI (8112) capabilities, marketers can finally see a full end-to-end journey of their customers."

Rob Anson, CEO of Fobi AI, highlights the fast-paced evolution of mobile industry practices and standards, especially with regard to the AI (8112) digital format: “Qples has consistently achieved impressive growth numbers. We commend Eddy and the Qples team for once again being at the forefront of driving innovation that brings exceptional value to their customers, partners, and, of course, our company and its shareholders.”

For more information on Qples and 8112 Digital Coupons, please visit the Qples Website.
This press release is available on the [Fobi website](https://www.fobi.ai/).

To download the Fobi Investor Experience Wallet Pass to get enhanced access to investor information about Fobi, please visit our [Investor Experience page](https://www.fobi.ai/).

About Fobi
Founded in 2017 in Vancouver, Canada, Fobi is a leading AI and data intelligence company that provides businesses with real-time applications to digitally transform and future-proof their organizations. Fobi enables businesses to action, leverage, and monetize their customer data by powering personalized and data-driven customer experiences and drives digital sustainability by eliminating the need for paper and reducing unnecessary plastic waste at scale.

Fobi works with some of the largest global organizations across retail & CPG, insurance, sports & entertainment, casino gaming, and more. Fobi is a recognized technology and data intelligence leader across North America and Europe, and is the largest data aggregator in Canada's hospitality & tourism industry.

For more information, please visit [https://www.fobi.ai/](https://www.fobi.ai/).

Forward-looking statements:
This news release contains certain statements that constitute forward-looking statements or information, including statements regarding Fobi's business and technology; the ability of Fobi to engage with industry participants to achieve its goals; the development of Fobi's technology; and the viability of Fobi's business model. Such forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond Fobi's control, including the impact of general economic conditions, industry conditions, competition from other industry participants, stock market volatility, and the ability to access sufficient capital from internal and external sources. Although Fobi believes that the expectations in its forward-looking statements are reasonable, they are based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such forward-looking statements are subject to known and unknown risks, uncertainties, and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated, or implied in the forward-looking statements. As such, readers are cautioned not to place undue reliance on the forward-looking statements, as no assurance can be provided as to future results, levels of activity, or achievements. The forward-looking statements contained in this news release are made as of the date of this news release and, except as required by applicable law, Fobi does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement. Trading in the securities of Fobi should be considered highly speculative. There can be no assurance that Fobi will be able to achieve all or any of its proposed objectives.
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