

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

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Corporate Issuer CIK: 1084267

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): February 23, 2016 (February 18, 2016)

Mobiquity Technologies, Inc.

(Exact name of registrant as specified in its charter)

New York

(State or jurisdiction of incorporation or organization)

000-51160

(Commission File Number)

11-3427886

(I.R.S. Employer Identification Number)

600 Old Country Road, Suite 541, Garden City, NY 11530

(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 256-7766

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure

On February 23, 2016, the Company issued a press release, a copy of which is appended hereto.

On February 18, 2016, the Company issued a press release, a copy of which is appended hereto.

Item 9.01. Financial Statements and Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated February 23, 2016. (Filed herewith.)
99.2	Press release dated February 18, 2016 (Filed herewith.)

SIGNATURE

Pursuant to the requirements of Section 13 or 15(b) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

MOBIQUITY TECHNOLOGIES, INC.

Dated: February 23, 2016

By: /s/ Dean L. Julia
Dean L. Julia, Co-Chief Executive Officer



Mobiquity Networks Delivers Results for Advertisers With Successful Holiday Campaigns

Commercial Holiday Shopping Season Campaign Activations Achieved Up to 40% Drive-to-Store Conversion for Top Mall Retailers and Entertainment Advertisers

GARDEN CITY, N.Y., February 23, 2016 -- Mobiquity Networks, the largest network of retail mall-based mobile advertising beacons in the United States and a wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB: MOBQ), today announced results from a series of paid holiday season campaigns that have exceeded expectations.

Mobiquity Networks brings high-precision proximity marketing to in-mall retailers and brands as a turn-key advertising solution. Over the most recent holiday shopping season the company executed numerous mobile campaigns for top national retailers and a number of new movie releases.

The campaigns were designed to influence in-mall shopper traffic and to utilize the unique traffic measurement capability of the Mobiquity network to directly quantify campaign success. In this case, success was defined as "driving the customer to the store" according to Mobiquity Networks co-CEO, Dean Julia. The in-mall mobile engagements were delivered via Mobiquity Networks' leading retail-focused app publisher network. The results were impressive – depending upon the campaign, no less than 25% and as many as 40% of the shoppers who received the campaigns in mall common areas delivered on the Drive-to-Store campaign metric.

"The results of these campaigns are beyond our expectations, and deliver a true testament to the value of being able to reach consumers when they are actively shopping and uniquely positioned to act on the delivered message," said Dean Julia, co-CEO of Mobiquity Networks. "It's gratifying to be able to drive such strong results for our advertising clients, and we're looking forward to working with our clients and their agencies to further optimize follow-on campaigns. These results highlight that we've just begun to scratch the surface of high-precision proximity advertising at scale."

Mobiquity Networks' real-world campaign findings support recent survey results reported by emarketer.com. According to the article, "Accenture surveyed 10,096 adult smartphone users worldwide, who shopped both digitally and in-store in the past 3 months. Nearly half of smartphone users worldwide said they can't wait to receive real-time promotions from retailers on their smartphone device."

Mobiquity Networks has exclusive agreements in 475+ premier shopping malls and 300 movie theaters in the U.S to operate its beacon-triggered mobile ad network. The ad network footprint represents 400 million monthly mall visits and provides advertisers with the opportunity to deliver targeted marketing messages to shoppers at precisely the right place and time - just as they are deciding which retailers to visit and what brands to buy.

About Mobiquity Technologies:

Mobiquity Networks, is a wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB: MOBQ) Mobiquity operates a nationwide location-based mobile advertising network of beacons with exclusive agreements in 475+ premier US shopping malls, reaching more than 400 million shoppers monthly. Coupled with Mobiquity's integrated suite of leading-edge location based mobile advertising technologies, retail and entertainment brands can execute personalized and contextually relevant mobile ad experiences, driving brand awareness and incremental revenue. Mobiquity's vision is to build out mobile advertising solutions to create "smart malls" in retail destinations across the U.S. using Bluetooth-enabled iBeacon technology. Visit: www.mobiquitytechnologies.com and www.mobiquitynetworks.com.

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995.

Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

Media Contacts:

Mobiquity Technologies
Jim Meckley, CMO
(516) 256-7766 x222
jim@mobiquitynetworks.com

Renee Newby
Rocket Science PR, for Mobiquity
(415) 464-8110 x213
Mobile: (757) 651-6554
renee@rocketscience.com



Mobiqity Networks Announces Compliance with Google's Latest Eddystone Beacon for Chrome

Advertisers and Brands Can Deliver Proximity-Based Campaigns to Any Mobile Device Via Google Chrome or iOS Apps, Triggered by Physical Surroundings

GARDEN CITY, N.Y., February 18, 2016 -- Mobiqity Networks, the largest network of retail mall-based mobile advertising beacons in the United States and a wholly owned subsidiary of Mobiqity Technologies, Inc. (OTCQB: MOBQ), announced today that its beacons are now compliant with Google's latest Eddystone protocol for Chrome.

Mobiqity Networks is bringing the "physical web" to retailers and brands as a turn-key advertising solution. The company will expand the scope of the physical web through its strategic partnerships with premier shopping malls, cinema theaters and publishers so advertisers can quickly scale and turn millions of beacon sightings into advertiser-friendly marketing events. The significance of Mobiqity Networks' Eddystone beacon compliance is that retailers and advertisers can now engage any mobile device with Google's Chrome browser installed -- in addition to engaging retailer or other relevant shopping apps.

"Traditional beacon companies build platforms to manage beacon hardware, but at Mobiqity Networks we have also added our turn-key proximity marketing platform on top. Our campaign platform takes beacon location information and turns it into actionable marketing events that can be utilized by the world's largest advertisers," said Dean Julia, co-CEO of Mobiqity Networks. "This additional layer, plus the massive scale of our beacon footprint in the U.S., is our unique advantage and is at the core of Mobiqity's value."

Mobiqity Networks has exclusive agreements in 475+ premier shopping malls and 300 movie theaters in the U.S to operate its beacon-triggered mobile ad network. The ad network footprint represents 400 million mall shoppers monthly and provides advertisers with the opportunity to deliver targeted marketing messages to shoppers at precisely the right place and time - just as they are deciding which retailers to visit and what brands to buy.

Mobiqity Networks' beacons will have the ability to broadcast in both iBeacon (Apple) and Eddystone (Google) simultaneously.

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