

# SECURITIES & EXCHANGE COMMISSION EDGAR FILING

## Mobiquity Technologies, Inc.

**Form: 8-K**

**Date Filed: 2019-06-18**

Corporate Issuer CIK: 1084267

U.S. SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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): June 17, 2019 (June 10, 2019)

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)

35 Torrington Lane, Shoreham, NY 11786

(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 246-9422

\_\_\_\_\_  
(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))

**Securities registered pursuant to Section 12(b) of the Act:**

<b>Title of each Class</b>	<b>Trading Symbol</b>	<b>Name of each exchange on which registered</b>
N/A	N/A	N/A

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

---

**Item 7.01. Regulation FD Disclosure**

On June 10, 2019 and June 17, 2019, the Company issued press releases, copies of which are appended hereto.

**Item 9.01. Financial Statements and Exhibits.**

<u>Exhibit</u>	<u>Description</u>
99.1	<a href="#">Press release dated June 17, 2019.</a> (Filed herewith.)
99.2	<a href="#">Press release dated June 10, 2019.</a> (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: June 17, 2019

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

Investor Contacts:  
Brian Stoller  
Brian@MobiquityNetworks.com

### **Mobiquity Generates \$0.8MM in Revenues for May**

NEW YORK, June 17, 2019 (PR NEWSWIRE) -- Mobiquity Technologies, Inc. (OTCQB: MOBQ), a leading technology provider in next generation mobile advertising media space announced today May unaudited revenues of \$0.8 million, which represents continued accelerated growth. Second quarter sales through May were approximately \$1.64 million, which already outpaced the record-setting \$1.59 million first quarter.

The impressive increase was in spite of approximately a \$200,000 revenue gap shortfall with one of Mobiquity's larger customers. This client had a temporary disruption in media buying for much of the month. While this disruption was unfortunate, the issue was resolved and is expected to resume buying through Mobiquity in July. If this disruption had not occurred, Mobiquity would have generated revenues well in excess of its internal budgets for the month.

Outside this temporary development, overall sales growth benefitted from a number of persistent, favorable trends in the core business. Revenues from advertisers increased well above the 30% monthly average increase that the Company has experienced in the last six months. These advertiser revenues are derived from brand owners or their agencies using the Mobiquity advertising inventory. The acceleration of this revenue stream is now more than a third of the Company's revenue mix and is by far fastest growing component of the overall revenue mix for Mobiquity.

"We are very encouraged by our overall results," commented Dean Julia, Chief Executive Officer of Mobiquity. "We experienced a major, unexpected disruption from one of our larger clients, and we still exceeded our internal goals for the month. This demonstrates the resiliency of our sales team, the focus on expanding our client base, and the rapid adoption of our solution in the market today."

Mr. Julia concluded, "We are highly optimistic that this quarter will continue the rapid revenue growth we demonstrated in the first quarter of this year. We are building momentum as we prepare for the seasonally busy second half of the year."

#### About Mobiquity Technologies

Mobiquity Technologies, Inc. (OTCQB: MOBQ), is a mobile first, next generation, platform-as-a-Service (PaaS) company for data and advertising. The company maintains the largest location database available to advertisers and marketers through their data services division. Our corporate website is ([www.mobiquitytechnologies.com](http://www.mobiquitytechnologies.com)). Through Mobiquity Technologies' Advangelists subsidiary ([www.advangelists.com](http://www.advangelists.com)), the company also provides programmatic advertising technologies and precise mobile data insights on consumer behavior.

#### 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.

For more information, please contact us at: [press@mobiquitytechnologies.com](mailto:press@mobiquitytechnologies.com)

## Mobiquity Technologies Releases AdTribute™ Real-Time Ad Effectiveness Attribution

### New Feature of Advangelists Enables In-Campaign Location Attribution



---

NEW YORK, June 10, 2019 /PRNewswire/ -- Mobiquity Technologies, Inc. (OTCQB: MOBQ), a leading technology provider in next generation programmatic advertising today released AdTribute™ as an additional measurement feature of the Advangelists ad tech operating system. Advangelists' AdTribute provides marketers the ability to identify in-store, brick-n-mortar visitation (footfall) as a result of exposure to digital advertising.

Integrating digital footfall reporting, directly into the Advangelists platform data features results in actionable real-time measurement of physical campaign performance that eliminates delays and enables an advertiser to make smarter, faster spending decisions. In comparison, third party digital footfall solutions require several weeks of in-flight media followed by 2-3 weeks of data analysis by an outside vendor to generate a report on in-store campaign success. Advertisers could not make actionable changes or campaign optimizations until a later date.

AdTribute uses a control-exposed methodology, identifying advertising impression views and subsequent lift in physical brick-n-mortar visitation as a result of campaign exposure. Additional measures include time between ad exposure and subsequent visitation to the store. The product further identifies when statistical significance is achieved, allowing marketers to confidently optimize their media campaigns.

When combined with web site visitation, Advangelists' AdTribute feature provides a holistic view of an advertiser's ability to influence both digital and physical store visitation in one platform. This solution has immediate applications in a wide range of end use advertising segments, including brick-and-mortar advertisers, restaurants, travel destinations, event and entertainment marketers, and flash sales.

"With AdTribute, the Advangelists platform is able to match anonymous audience profiles to transactional or place-visit data sets to determine purchase or traffic lift and report back to our clients in real time," explained Mr. Dean Julia, CEO of Mobiquity Technologies.

"What's unique about AdTribute is its ability to allow advertisers to begin viewing in-store traffic attributed to message exposure as the campaign launches and makes the data available to identify successful campaigns/audiences or messages for optimization mid-campaign," continued Mr. Julia. "We are absolutely thrilled to be able to offer this feature free as part of Advangelists and recognize this as a distinct advantage over traditional DSP platforms working with location data providers."

#### About Mobiquity Technologies

Mobiquity Technologies, Inc. (OTCQB: MOBQ), is a mobile first, next generation, platform-as-a-Service (PaaS) company for data and advertising. Through Mobiquity Technologies' wholly-owned Advangelists subsidiary, the Company provides the world's first ATOS (Ad Tech Operating System) of programmatic advertising technologies and precise mobile data insights on consumer behavior. Mobiquity also maintains the largest location database available to advertisers and marketers through their data services division. For more information email: [press@mobiquitytechnologies.com](mailto:press@mobiquitytechnologies.com).

SOURCE Mobiquity Technologies

Related Links

<https://mobiquitynetworks.com>