



Press Release

Digital Business Cards Make Promo Debut Via New iClick x Elify Collaboration

Mobile tech supplier, iClick, and retail brand Elify, a leader in digital information sharing for marketing, form unique partnership to bring new business card options to promo industry

SEATTLE, Washington, March 21, 2023 – Today mobile tech supplier, iClick, and retail brand, Elify, providers of mobile marketing solutions, announced their landmark new partnership bringing digital business cards to the promotional products industry. Elify's physical cards provide an easy way to share contact info in person just like traditional business cards but without the need for carrying a stash of paper cards, and no costly printing or reprints. As 21st-century marketing tools, Elify Tap products enable cardholders to share more than just contact information; including digital business information from websites to online profiles to customized enterprise marketing pages, all paired with contact information. All it takes is a tap, click, and save. It's that simple.

Jeff Hall, iClick's CEO, relayed this partnership's origin story. "An owner at one of our distributor clients showed us how they were using Elify's cards and digital platform. We quickly recognized the possibilities for them as promotional products and set up meetings with ER Wolf and Guy Tuell, Elify's co-founders. From there, the partnership gained momentum rapidly, resulting in a soft launch in early 2023 followed by today's official announcement." Hall said, "I see tremendous potential for our industry in this collaboration."

Elify's Co-Founder, ER Wolf, explained, "with our innovative technology, and iClick's extensive product offering and distribution model, we can now provide a solution to share information seamlessly with customers and increase awareness about 'their' brands." Taking it a step further, Guy Tuell, Elify's co-founder said, "this collaboration is a game-changer, ...it will empower

businesses to achieve greater success by expanding their reach and enhancing their customer experience."

Product Samples and Options Now Available

Promo distributors can get samples of all three Elify product offerings by contacting their iClick sales representative or emailing iClick to [request samples](#). Full Elify Tap product details can be found on [iClick's website](#).

About iClick

iClick launched in 2001 when it first introduced the branded USB drive to the promotional products industry. Now as an award-winning and trusted mobile tech supplier, iClick carries a portfolio of mobile tech accessories tailored for promo distributors and their client companies. Despite the complexity of tech products, iClick makes it easy to navigate. iClick is Mobile Tech. **Simplified.** With **simplified** pricing, **simplified** ordering, **simplified** speed, and **simplified** product lines, iClick makes it easy for distributors to be heroes. iClick's top industry experts and customer-focused teams deliver on this commitment. For more information visit [iClick.com](#), follow on [Instagram](#), [Facebook](#), and [Twitter](#), or see what customers are saying at [Real iClick Experiences](#).

About Elify

Elify is a leading provider of mobile marketing and branding solutions for businesses of all sizes. With its unique value proposition of "sharing made simple", Elify empowers businesses to easily and seamlessly share their message, products, and services with potential customers through a variety of digital platforms. The company's cutting-edge technology and user-friendly platform make it a top choice for businesses looking to enhance their branding and market reach. Elify's innovative DNA and commitment to customer satisfaction make them poised to revolutionize the way businesses approach mobile marketing and branding. For more information, see [ElifyShuffle.com](#) and follow on: [Instagram](#), [Facebook](#), [Pinterest](#), and [LinkedIn](#).

Media Inquiries

Please email marketing@iclick.com for additional information or see [press-ready visual assets](#).

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