Moovly Integrates with Instagram

written by Raj Shah | March 31, 2021
March 31, 2021 (Source) – Moovly Media Inc. (TSXV: MVY) (OTC Pink: MVVYF) (FSE: 0PV2) ("Moovly" or the "Company") is pleased to announce its integration with Instagram. Moovly users can now seamlessly publish videos made in Moovly's Studio editor or via its Automator technology to the Instagram platform.

Acquired by Facebook in 2012, Instagram recently surpassed 1 billion users, with a 23% increase in users in 2020 alone. The average user spends 53 minutes per day on Instagram with 80% of users reporting that Instagram helped them with their purchasing decisions (Oberlo, 2021). Currently 71% of businesses use Instagram for building customer engagement and awareness.

Moovly CEO Brendon Grunewald said "With over a billion users and an increasing focus on video, Instagram is a key element in most companies' brand awareness. Moovly's integration with Instagram makes Moovly the video creation tool of choice for both small and large companies. Publishing content to Instagram with Moovly is as easy as the click of a button."

About Moovly:

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly's API and Automator technologies allow third parties to automate parts or all of the content

creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

“Your story begins with Moovly”

Files are available for download in our press room at www.moovly.com/pressroom.
For additional information about Moovly, please visit www.moovly.com.

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Reader Advisory

This press release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. The use of any of the words “expect”, “anticipate”, “continue”, “estimate”, “objective”, “ongoing”, “may”, “will”, “project”, “should”, “believe”, “plans”, “intends” and similar expressions are intended to identify forward-looking information or statements. More particularly and without limitation, this news release contains forward looking statements and information with respect to Moovly’s future business plans and the expected benefits of its products. The forward-looking statements and information are based on certain

key expectations and assumptions made by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward looking statements and information because the Company can give no assurance that they will prove to be correct.

By its nature, such forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed. These risks and uncertainties, include, but are not limited to, Moovly's inability to continue to commercialize its products or demand for its products decreases or disappears. Other risk factors are set forth in detail in the Company's Management Discussion and Analysis dated December 31, 2020 which is available for review under the Company's corporate profile at www.sedar.com. Some other risks and factors that could cause the results to differ materially from those expressed in the forward-looking information also include, but are not limited to: general economic conditions in Canada, the United States and globally; industry conditions, unanticipated operating events; failure to obtain any necessary third party consents and approvals, if and when required; the availability of capital on acceptable terms; the need to obtain required approvals from regulatory authorities; stock market volatility; competition for, among other things, capital and skilled personnel; changes in tax laws; and the other factors. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. Readers are cautioned not to place undue reliance on this forward-looking information, which is given as of the date hereof, and to not use such forward-looking information for anything other than its

intended purpose. The Company undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable law.

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