

Specificity Reports 32% Sequential Revenue Growth in Q2 2026 as Speed-to-Lead Technology Adds New Revenue

Expanding commercialization of Specificity's AI-driven Speed-to-Lead technology as the Company enters the early stages of its broader rollout

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Specificity (OTCID: SPTY) ("Specificity" or the "Company"), a digital marketing technology company specializing in identifying and engaging verified

consumer intent, today highlighted its second-quarter 2026 results, reporting 32% sequential revenue growth for the second quarter of 2026 (and 21% growth year-over-year).



Management believes the sequential increase is particularly significant because a meaningful portion of the growth came from new revenue streams surrounding Specificity's emerging [Speed-to-Lead](#) technology, which combines verified consumer intent, permission-based data capture, agentic AI voice technology and rapid customer engagement.

The technology is designed to address one of the most significant gaps in digital customer acquisition: the time between identifying a consumer demonstrating purchase intent and creating an actual conversation between that consumer and a business.

Specificity's technology is designed to dramatically compress that window.

Turning Consumer Intent Into Immediate Engagement

Specificity's Speed-to-Lead ecosystem begins by identifying verified human consumers demonstrating relevant intent. Consumers are then directed into permission-based digital experiences where engagement and consent can be captured before agentic AI technology rapidly initiates the next stage of the customer interaction.

Depending on the level of permission selected by the consumer, Specificity's agentic voice

technology can perform functions ranging from appointment scheduling to broader conversations about a company's products and services.

The result is an integrated technology stack connecting:

Verified Human Intent □ Consumer Permission □ Agentic AI Engagement □ Speed-to-Lead □ Appointment or Live Human Connection

This emerging capability has begun creating revenue streams for Specificity beyond the Company's traditional digital advertising and audience activation business.

"We believe the 32% sequential growth from Q1 to Q2 is important not simply because revenue increased, but because of where a meaningful portion of that growth is beginning to come from," said Jason A. Wood, Founder and CEO of Specificity. "We have spent considerable time building technology that moves us beyond identifying consumer intent and serving advertising against it. Speed-to-Lead allows us to drive results further down the customer acquisition funnel, deliver measurable conversion lift for clients and create additional opportunities for revenue, client acquisition and retention."

Wood continued, "Identifying a consumer who is interested in buying something is valuable. Engaging that consumer with permission, almost immediately, through an intelligent voice agent—and then scheduling an appointment or connecting that consumer with a person—is an entirely different value proposition. It is conversion at the point of intent. This technology can scale across B2B and B2C customer acquisition models while helping clients move beyond clicks and increasingly expensive leads or calls."

Speed-to-Lead Moves Specificity Further Down the Customer Acquisition Funnel

Specificity's expansion into Speed-to-Lead represents an evolution of the Company's core technology strategy.

Historically, digital advertising platforms have focused primarily on identifying audiences, delivering impressions, generating clicks and capturing leads. Many operate on platforms designed to limit advertising saturation and preserve the user experience. Specificity's developing technology stack is designed to connect audience intelligence directly with the actions that occur after a consumer demonstrates interest, reducing dependence on broad demand-generation campaigns that can waste marketing expenditures.

This approach creates potential revenue opportunities across multiple stages of the customer acquisition process rather than limiting the Company's participation to media activation alone.

The Speed-to-Lead platform combines several of Specificity's existing and newly developed capabilities, including human-verified intent data, bot and algorithmic traffic filtering, cross-

channel advertising, consumer de-anonymization, permission capture, agentic AI voice engagement, appointment scheduling, live-transfer capabilities and attribution.

The Company has also developed a tiered consumer-permission architecture governing the scope of each agentic voice interaction.

Consumers can select different levels of permission. Lower permission levels can limit agentic interactions to defined functions such as scheduling, while expanded permission can authorize broader conversations regarding products and services.

The architecture is intended to place consumer authorization at the center of each interaction and support the Company's approach to TCPA compliance as agentic voice technology becomes increasingly integrated into customer acquisition programs.

Early-Stage Rollout Creates a New Chapter for Specificity

The revenue contribution from Speed-to-Lead-related services reflected in the second quarter occurred while the technology and its commercial rollout remain in their beginning stages.

Specificity is continuing its second-half execution around commercialization, client deployment and expansion of the technology across industries where speed of response and outreach can materially influence customer acquisition.

These include home services and other high-intent, high-value categories where consumers frequently request information, appointments, estimates or direct interaction with a business.

"We are still at the beginning of this rollout," Wood said. "What makes the second-quarter results exciting to us is that we are already seeing demand and adoption in conjunction with real revenue from technology and services that simply were not part of our revenue model previously. The final two quarters of 2026 are focused on executing this rollout, expanding adoption and continuing to build Speed-to-Lead into a meaningful part of the Specificity platform."

Wood added, "Our vision for Specificity has evolved from helping businesses find the right consumer to helping them capitalize on that consumer's intent at the moment it matters. Find the human. Understand the intent. Get permission. Start the conversation. Connect them to the business. That is where we believe customer acquisition technology is going, and that is what we are building. And for the first time in Specificity's history, we have built a platform that houses every meaningful metric informing optimization opportunity for efficiency using AI. Our clients will have access to real-time data and be able to see the call logs from their voice agent's communications."

[About Specificity](#)

Specificity (OTCID: SPTY) is a digital marketing technology company focused on identifying and engaging verified human consumer intent. The Company combines audience intelligence, proprietary bot and algorithmic traffic filtering, cross-channel digital activation, AI-powered engagement, Answer Engine Optimization, Generative Engine Optimization and Speed-to-Lead technology designed to help businesses identify, reach and engage consumers demonstrating purchase intent.

Specificity's expanding technology platform is designed to connect consumer intent with permission-based engagement, agentic AI technology and rapid human interaction, creating a more direct path between digital marketing activity and measurable customer acquisition.

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