

---

**UNITED STATES  
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): July 19, 2019

**CLOUDCOMMERCE, INC.**

(Exact name of registrant as specified in its charter)

**Nevada**

(State or other jurisdiction of incorporation  
or organization)

**000-13215**

(Commission File Number)

**30-0050402**

IRS Employer Identification No.)

**321 Sixth Street  
San Antonio, TX**

(Address of Principal Executive Offices)

**78215**

(Zip Code)

**(805) 964-3313**

(Registrant's telephone number, including area code)

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:

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

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

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
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 8.01 Other Events**

On July 19, 2019, CloudCommerce, Inc., (the "Company") issued a press release to announce its roll out of SWARM, the Company's proprietary audience-driven business intelligence solution. A copy of the press release is attached as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

<b>Exhibit Number</b>	<b>Description</b>
99.1	<a href="#">Press Release issued July 19, 2019</a>

**SIGNATURES**

Pursuant to the requirements 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.

**CLOUDCOMMERCE, INC.**

Date: July 24, 2019

By: /s/ Andrew Van Noy  
Name: Andrew Van Noy  
Title: Chief Executive Officer

**CloudCommerce Announces *SWARM***

**The Company's proprietary audience-driven business intelligence solution helps convert opportunities into business success.**

**San Antonio, TX – July 19, 2019** – CloudCommerce Inc. (OTC: CLWD), a leading provider of audience-driven business intelligence and digital marketing solutions, today announced the roll out of *SWARM*, a proprietary audience-driven business intelligence solution.

*SWARM* analyzes a robust mix of audience data to help businesses find who to talk to, what to say to them, and how to motivate them to take meaningful action. We do this by applying advanced data science, behavioral science, artificial intelligence, and market research techniques to discover, develop and create custom audiences for any business activity.

With applications, such as marketing, brand perception, customer relationship management, human resources management and operational logistics, *SWARM* delivers powerful audience-driven business intelligence to convert opportunities into business success.

"We are pleased to announce the market roll out of *SWARM*," commented Andrew Van Noy, CloudCommerce CEO. "In the past, marketers have largely taken a blanket approach to communication. The same message is often sent across an entire customer audience with little regard for how different groups of people communicate, build communities, and develop their purchasing habits. We developed *SWARM* to help overcome these challenges."

Mr. Van Noy continued, "*SWARM* is a behavioral science approach to audience creation and communication. It helps marketers probe deep consumer motivations and triggers, in order to effectively predict and influence their actions. If marketers can influence action, they can get people to buy, change the opinion of, or support a particular brand, business, or person."

The Company expects that *SWARM* will benefit from the rapidly growing market for business intelligence. According to Market Research Future, the global business intelligence (BI) market will grow from \$16.3 billion in 2016 to \$34.3 billion by 2022 at the compound annual growth rate of 11.03%.

To learn more about *SWARM*, please visit the Company's website at [www.CloudCommerce.com](http://www.CloudCommerce.com)

**About Cloud Commerce, Inc.**

CloudCommerce, Inc. (CLWD) is a leading provider of audience-driven business intelligence and digital marketing solutions. Our flagship solution, *SWARM*, analyzes a robust mix of audience data to help businesses find who to talk to, what to say to them, and how to motivate them to take meaningful action. We do this by applying advanced data science, behavioral science, artificial intelligence, and market research techniques to discover, develop and create custom audiences for any business activity. With applications, such as marketing, brand perception, customer relationship management, human resources management and operational logistics, *SWARM* delivers powerful audience-driven business intelligence to convert opportunities into business success.

**Safe Harbor Statement**

Matters discussed in this press release contain statements that look forward within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "anticipate," "believe," "estimate," "may," "intend," "expect" and similar expressions identify such statements that look forward. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the statements that look forward contained herein, and while expected, there is no guarantee that we will attain the aforementioned anticipated developmental milestones. These statements that look forward are based largely on the expectations of the Company and are subject to a number of risks and uncertainties. These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, product, and distributor performance, the impact on the national and local economies resulting from terrorist actions, and U.S. actions subsequently; and other factors detailed in reports filed by the Company.

**Press Contact:**

CloudCommerce, Inc.  
Tel: (800) 673-0927  
communications@cloudcommerce.com