



Fluent, Inc. to Present at Industry Events in Second Quarter 2019

April 25, 2019

NEW YORK, April 25, 2019 (GLOBE NEWSWIRE) -- [Fluent, Inc.](#) (NASDAQ: [FLNT](#)), a leading data-driven performance marketing company, today announced that it will be presenting at two major conferences this quarter: Programmatic I/O and Mobile Apps Unlocked (MAU).

Programmatic I/O

Brian Hogan, President of Fluent Programmatic, will participate in a panel titled "How Second-Party Data Improves Your Audience Targeting Strategy," which will be held on Monday, April 29 at 9:30 am PT at the Marriott Marquis in San Francisco. The panel will discuss the benefits of second-party data, and why quality and transparency are essential to improving campaign targeting and driving real-world outcomes. Joining Mr. Hogan on the panel will be Brad Rosenhouse, GVP, Programmatic, Publicis Health Media.

Programmatic I/O is the original and world's largest conference focused on programmatic media and marketing, hosted by AdExchanger, the award-winning integrated media and events company devoted to the digital advertising and marketing space. For more information, visit <https://programmatic.io/sf/>.

MAU

Willis Nelson, Director of Business Development, will participate in a panel titled "How to Grow New Channels" on Wednesday, May 1 at 2:40 p.m. PT at the MGM Grand Conference Center in Las Vegas. The panel will discuss which channels companies are testing, what's working, and if newer entrants like Pinterest or Snapchat are pacing to break the duopoly paradigm. Joining Mr. Nelson on the panel will be executives from HER, Amazon Music, FeedMob and Truebill.

MAU 2019 is the world's leading mobile acquisition and retention summit, organized by Growco Holdings LLC, a private subsidiary of Two Rivers Water & Farming Company. For more information, visit <https://mau.grow.co/>.

About Fluent, Inc.

[Fluent, Inc.](#) (NASDAQ: [FLNT](#)) is a leading performance marketing company with an expertise in creating meaningful connections between consumers and brands. Leveraging our proprietary first-party data asset of opted-in consumer profiles, Fluent, Inc. drives intelligent growth strategies that deliver superior outcomes. Founded in 2010, the company is headquartered in New York City.

Contact Information:

Investor Relations
Fluent, Inc.
(917) 310-2070
InvestorRelations@fluentco.com

Walker Sands Communications
Liza Massingberd
312-319-7666
liza.massingberd@walkersands.com



Source: Fluent, Inc.