



Fluent, Inc. Announces Commerce Media Partnerships with Top-Tier Brands

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NEW YORK, Jan. 07, 2025 (GLOBE NEWSWIRE) -- Fluent, Inc. (NASDAQ: FLNT), a leading commerce media solutions company, today announced the addition of several new media partners to its commerce media network, reflecting the growth of the Company's Commerce Media Solutions.

Top-tier brands such as Fanatics, Vivid Seats, Barnes & Noble College, Forever 21, Belk, Bealls Florida, and Hammacher Schlemmer are now partnered with Fluent to capitalize on the rapidly growing opportunities in commerce media and generate new revenue streams for their businesses. By seamlessly integrating non-endemic advertising across their sites and mobile apps, partners can enhance the customer experience with personalized offers that deepen brand loyalty and maximize customer monetization.

"We're proud to work with such an impressive roster of media partners across retail, grocery, ticketing, quick-service restaurants, and other emerging verticals," said Tim Lukens, President of Commerce Media Solutions at Fluent. "With a growing media network comprised of over 100 million annual transactions, we aim to maximize revenue opportunities for partners, increase conversion rates for advertisers, and build more meaningful experiences for consumers."

Fluent's first-party identity graph and advanced AI-driven algorithms are a key differentiator among industry peers, enhancing ad relevance, boosting conversions, and creating stronger and more profitable connections between brands and consumers.

The commerce media sector continues to expand rapidly, with Boston Consulting Group estimating it will grow to \$100 billion within five years, accounting for over 25% of digital media spending by 2026¹.

Fluent's Commerce Media Solutions reflect this momentum, reporting a 341% year-over-year revenue increase in Q3 2024, rising to \$10.4 million (16% of total revenue) from \$2.3 million (3% of total revenue) in Q3 2023. With an annual recurring revenue run rate exceeding \$50 million, Fluent's Commerce Media Solutions demonstrate strong traction as the company executes a strategic pivot towards the fast-growing commerce media market.

¹Boston Consulting Group, *How Retail Media is Reshaping Retail*

About Fluent, Inc.

Fluent, Inc. (NASDAQ: FLNT) has been a leader in performance marketing since 2010, offering customer acquisition and partner monetization solutions that exceed client expectations. Leveraging untapped channels and diverse ad inventory across partner ecosystems and owned sites, Fluent connects brands with consumers at the most optimal moment, ensuring impactful engagement when it matters most. Constantly innovating and optimizing for performance, Fluent unlocks additional revenue streams for partners and empowers advertisers to acquire their most valuable customers at scale. For more insights visit <https://www.fluentco.com/>.

Forward-Looking Statements

This press release contains forward-looking statements. All statements other than statements of historical facts are "forward-looking statements" within the meaning of federal securities laws. In some cases, you can identify forward-looking statements by terminology such as "will," "would," "expect," "intend," "plan," "objective," or comparable terminology referencing future events, conditions or circumstances, or the negative of such terms. Forward-looking statements in this press release include, without limitation, statements about the Company's expected growth and results of its strategic shift. Although Fluent believes that it has a reasonable basis for the forward-looking statements contained in this press release, they are based on management's current beliefs and expectations about future events and circumstances and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond the Company's control. These risks, described under "Risk Factors" in Fluent's most recently filed annual report on Form 10-K, as updated from time to time in Fluent's quarterly reports on Form 10-Q and other filings with the Securities and Exchange Commission, may cause actual results, performance or achievements to differ materially from those expressed or implied by forward-looking statements in this press release. You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they were made. Fluent undertakes no obligation to update any forward-looking statement contained in this press release to reflect events that occur or circumstances that exist after the date of this press release, except as required by law.

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