Fluent Inc. Announces Three Years of Growth and Strategic Progress for Commerce Media Solutions

February 24, 2026

Commerce Media Solutions has delivered triple-digit compound annual revenue growth since 1Q23, expanding into travel, ticketing, and complementary verticals.

NEW YORK, Feb. 24, 2026 (GLOBE NEWSWIRE) -- Fluent, a leading commerce media solutions provider, today announced three years of sustained growth for its Commerce Media Solutions business driven by the continued expansion of its commerce network and a relevance-first approach to monetization. During this period, Fluent has partnered with leading retailers and advertisers to transform high-intent consumer engagement into measurable revenue and performance outcomes.

Fluent partners with a growing network of retail partners including **Authentic Brands Group, Belk, Barnes & Noble College, Michael's and Dick's Sporting Goods**, among others — enabling incremental revenue through relevant, performance-driven offers. Advertisers partner with Fluent to bid transparently for access to engaged consumers, while retailers maintain control over how monetization is integrated into their customer experience.

"Three years ago, we made the decision to switch to Fluent and haven't looked back," said Geoff Lester, Chief Commercial Officer at Vivid Seats. "Not only have they delivered superior performance, but their approach also allows us to monetize intelligently, delivering offers that add value for customers while preserving the integrity of the purchase experience. Fluent operates as a true partner, providing a high level of service, responsiveness, and strategic collaboration that consistently supports our evolving business needs."

Commerce Media Solutions was launched in the first quarter of 2023 to address the significant emerging market opportunity in commerce media, which uses first-party data to connect brands with high-value consumers at every stage of the shopping journey. Since its launch, Commerce Media Solutions has delivered triple-digit compound annual revenue growth. In the third quarter of 2025 it had grown to 40% of consolidated revenue from 16% in the prior year period and as of September 30, 2025, the business operated at an annual revenue run rate of over $85 million.

Growth Informed by Experimentation at Scale

Rather than applying uniform monetization across its network, Fluent has used creative and campaign experimentation to determine where monetization creates durable value and where restraint delivers better outcomes. This approach has informed tailored strategies by retailer, channel, and format, supporting sustainable growth over time.

"Over the past three years, we've focused on building a commerce network that is scalable thanks to its relevance, transparency, and results," said **Tim Lukens, President, Commerce Media at Fluent**. "Our growth reflects the trust retailers and advertisers place in Fluent to deliver performance without compromising the customer experience."

Relevance-First Monetization Across the Customer Journey

Building on these insights, Fluent has introduced predictive capabilities that determine when and where monetization creates value across the retail customer journey — from pre-cart through post-confirmation — prioritizing impression quality over volume.

This relevance-first approach enables retailers to expand monetization beyond a single touchpoint while protecting brand equity and maintaining customer trust.

As commerce media continues to mature, Fluent plans to further invest in relevance-driven monetization, creative intelligence, and rewards-based engagement to support continued growth across its retail commerce network.

About Fluent, Inc.
Fluent, Inc. (NASDAQ: FLNT) is a commerce media solutions provider connecting top-tier brands with highly engaged consumers. Leveraging exclusive ad inventory, robust first-party data, privacy-first infrastructure, and proprietary machine learning, Fluent unlocks additional revenue streams for partners and empowers advertisers to acquire their most valuable customers at scale. Founded in 2010, Fluent uses its deep expertise in performance marketing to drive monetization and increase engagement at key touchpoints across the customer journey. For more insights, visit https://www.fluentco.com.

Forward-Looking Statements
This press release contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements are subject to risks and uncertainties that are often difficult to predict, are beyond our control and which may cause results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which are based on our expectations as of the date of this press release and speak only as of the date of this press release. Readers are also advised to consider the factors under the heading "Forward-Looking Statements" and "Risk Factors" in the Company's Annual Report on Form 10-K, as may be supplemented or amended by the Company's Quarterly Reports on Form 10-Q and other SEC filings. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

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