



Fluent Research Reveals Explosive Mobile Ad Growth in 2015

February 3, 2016

Annual "Devices & Demographics" report reveals massive increase in ads served on mobile vs. desktop; Android takes market share from iOS

NEW YORK--(BUSINESS WIRE)--Feb. 3, 2016-- [Fluent, LLC](#), an IDI company (NYSE MKT: IDI), an industry leader in people-based digital marketing and customer acquisition, released its 2nd annual [Devices & Demographics](#) research report, which found that the percentage of ads viewed on mobile devices rose substantially in 2015, growing from 60 percent of all interactions in Q4 2014 to nearly 80 percent in Q4 2015. The study, which examines the impact of demographic factors such as age and gender on device adoption and usage, found that this figure was even more pronounced amongst younger adults, aged 18-24, with nearly 90 percent of the segment viewing ads on mobile devices.

Other key findings included:

- **Android grew its market share, while iOS lost ground.** Ad views on Android devices grew from 66 percent in Q4 2014 to 72 percent in Q4 2015. iOS, on the other hand, dropped from 32 percent to 27 percent. Android was the most common platform among all age groups, but its lead over iOS was a bit smaller in the 65+ age bracket.
- **Over 37 percent of Americans made purchases on their smartphones in 2015.** Younger adults, aged 18-34, were more likely to shop on their phones than any other age group. Comparing platforms, iOS users were more likely to have made purchases (46.7 percent) than Android users (38.3 percent).
- **People used their smartphones for email more than any other app or function, including talking.** Email remained the most popular activity on smartphones (25.5 percent of respondents) followed by social media (19.8 percent) and gaming (19.1 percent). The activity varies however, when it came to men and women, and adults of different age groups. Gaming was virtually even with email as the top activity for men (24.6 percent and 24.5 percent, respectively), followed by social media (16.5 percent). For women, it was email (26.4 percent), then social media (23 percent), followed by gaming (13.9 percent).

"2015 was a breakaway year for mobile ad growth and mobile commerce, and we saw this trend at Fluent with over 70 percent of all ads served on mobile devices," said Ryan Schulke, CEO of Fluent. "Smartphones have replaced desktops as the consumer's computing device of record, and advertisers are following suit with enhanced, mobile-first marketing programs and user experiences."

For additional research findings, the complete 2016 *Devices & Demographics* report is available as a complimentary download at <http://www.fluentco.com/resource/devices-demographics-2016/>.

About Fluent's Devices & Demographics Research

Fluent is the premier advertising technology company in the country that is regularly publishing consumer marketing insights leveraging its network data and proprietary survey platform. Its annual *Devices & Demographics* report uncovers the latest trends in consumer device adoption and the impact of demographics on their behavior. Based on aggregate data collected across the entire Fluent advertising network in Q4 2015, as well as a survey of over 5,000 American consumers in January 2016, the 2016 edition of the report details key insights and data points regarding consumer adoption and behavior on mobile devices.

About Fluent

Fluent, LLC, an IDI company (NYSE MKT: IDI), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company's headquarters is in New York City, with a satellite office in Washington, DC.

About IDI, Inc.

IDI, Inc. is an information solutions provider focused on the multi-billion dollar data fusion market. IDI delivers otherwise unattainable insight into the ever-expanding universe of consumer- and business-centric data. Through proprietary linking technology, advanced systems architecture, and a massive data repository, IDI addresses the rapidly growing need for actionable intelligence to support the risk management industry, for purposes including due diligence, risk assessment, fraud detection and prevention, authentication and verification, and more. Additionally, IDI's cross-functional core systems and processes are designed to deliver products and solutions to the marketing industry and to enable the public and private sectors to layer our solutions over their unique data sets, providing otherwise unattainable insight.

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. 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 further advised to consider the risk 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. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.



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