



## Fluent Partners with LiveRamp to Enable Real-Time Audience Creation and Targeting Across All Channels and Devices

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*Debuts Groundbreaking AudienceNow™ for LiveRamp Offering at RampUp 2016 Conference*

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 22, 2016-- Fluent, LLC, an IDI company (NYSE: IDI) and industry leader in people-based digital marketing and customer acquisition, today announced a partnership with LiveRamp, the leading provider of data onboarding and connectivity services. The partnership will extend the reach of Fluent's first party data assets and on-the-fly audience creation capability to all channels including display, mobile, social, video, and addressable television.

"We are extremely excited to be announcing our partnership with LiveRamp," said Ryan Schulke, CEO of Fluent. "Our integration will extend the reach of Fluent's immensely powerful, real-time audience identification and creation capabilities, and make it easy for marketers across any vertical to target their best customers, with precision, across every device and channel."

With Fluent's AudienceNow™ for LiveRamp, for the first time, marketers will be able to build and target any custom audience that they need by tapping into Fluent's first-party data reservoir of over 120 million U.S. consumers and its proprietary survey platform which surveys over 500,000 American adults and generates over 5.5 million unique survey responses every day. These audiences can be onboarded into any of the hundreds of marketing platforms integrated with LiveRamp for privacy-safe targeting across virtually every channel and device.

AudienceNow offers marketers several key advantages. First, it is designed entirely for new customer acquisition, as opposed to the retargeting of consumers within pre-existing CRM databases. Second, it enables marketers to target audiences using highly dynamic data that is collected and modeled in real-time, rather than targeting based on static offline and online first and third-party datasets. Pilot campaigns have demonstrated substantial lifts in performance compared to standard targeting within DSPs, with an average 123.5% lift in click-through rates, and 144.1% lift in effective-Cost-per-Acquisition.

"Savvy marketers are constantly on the lookout for high value data sources that deliver superior results," said Travis May, President and GM of LiveRamp. "We are excited to activate Fluent's data across the digital marketing ecosystem, so more companies can benefit from a people-based approach to marketing that delivers better consumer experiences and higher ROI."

This announcement coincides with [RampUp 2016](#), the premier conference for leaders in adtech hosted by LiveRamp.

### 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. For more information visit <http://www.fluentco.com/>.

### About IDI, Inc.

At IDI, we believe that time is your most valuable asset. Through powerful analytics, we transform data into intelligence, in a fast and efficient manner, so that our clients can spend their time on what matters most – running their organizations with confidence. Through leading-edge, proprietary technology and a massive data repository, our data and analytical solutions harness the power of data fusion, uncovering the relevance of disparate data points and converting them into comprehensive and insightful views of people, businesses, assets and their interrelationships. We empower clients across markets and industries to better execute all aspects of their business, from managing risk, conducting investigations, identifying fraud and abuse, and collecting debts, to identifying and acquiring new customers. At IDI, we are dedicated to making the world a safer place, to reducing the cost of doing business, and to enhancing the consumer experience. For more information visit <http://www.ididata.com/>.

### About LiveRamp

LiveRamp connects more than 250 digital marketing platforms and data providers. We help marketers eliminate data silos and unlock greater value from the tools they use every day. By onboarding and unifying customer data across disparate systems, we provide the connectivity brands need to reach consumers across channels and measure the impact of marketing on sales. LiveRamp is an Acxiom company. For more information, visit [www.LiveRamp.com](http://www.LiveRamp.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. 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 and are advised to consider the factors listed above together with the additional 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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