



## Fluent Releases New Home Services Research at LeadsCon

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*Wide-ranging New Research Examines Americans' Likelihood to Move, Insure Their Homes, Pay for Communication Services, and Conduct Home Improvement Projects*

LAS VEGAS--(BUSINESS WIRE)--Mar. 15, 2016-- [Fluent, LLC](#), an IDI company (NYSE MKT: IDI) and industry leader in people-based digital marketing and customer acquisition, today released new research on the U.S. home services industry at the annual [LeadsCon](#) conference in Las Vegas, Nevada. The "Consumer Pulse: Home Services 2016" report covers a range of topics of interest to marketers in the home services industry, spanning everything from consumer likelihood to buy or rent their next home, to whether they will be conducting home improvement projects in the year ahead.

Fluent's poll of 3,816 American adults revealed many key findings, including:

- **1 in 6 Americans plan to move to a new home this year.** They are evenly split in terms of whether they will buy or rent their new homes.
- **Only 33% of renters have renter's insurance.** When asked why they were uninsured, 1 in 5 respondents said they were simply "too busy" to get insurance.
- **More Americans have internet service than cable television or a landline phone.** In addition, more people say they have Netflix (48%) than a home telephone (44%).
- **The kitchen dominates when it comes to interior home improvement projects.** Of those who plan to renovate, 43% say they will be doing work on their kitchens, compared to 16% who will be working on their bedrooms, 14% on bathrooms, and 13% on living rooms.

"Home services is a multi-billion dollar industry in the United States, and represents a massive opportunity for marketers," said Matt Conlin, president of Fluent. "Whether marketers are pitching flooring projects, mortgages, or telecommunications services, the most critical factor to their success is reaching consumers who are in market for these types of products and services at the moment they are looking for them."

Fluent is the premier database marketing company that is regularly publishing consumer market research leveraging its network data and proprietary survey platform. The company surveys over 500,000 American adults and generates over 5.5 million unique survey responses every day. Insights gleaned from Fluent's surveys fuel highly relevant and precise ad targeting and lookalike modeling, and are also used for the rapid execution of market research.

Fluent will be distributing hard copies of "Consumer Pulse: Home Services 2016" at its booth at LeadsCon (#620), and it is also available for download at: <http://www.fluentco.com/resource/consumer-pulse-home-services-2016/>.

In addition, Fluent will be previewing new lead generation products for marketers in the home services category at its booth during the event. To pre-schedule a meeting with a Fluent representative at LeadsCon, please send a request via email: [info@fluentco.com](mailto:info@fluentco.com).

### 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.

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.

### 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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