



Fluent, LLC to Present at Industry Events in April 2016

April 1, 2016

NEW YORK--(BUSINESS WIRE)--Apr. 1, 2016-- Fluent, LLC, an IDI company (NYSE MKT: IDI) and an industry leader in people-based digital marketing and customer acquisition, today announced that it will be presenting at two industry events in April 2016: AMDays – Affiliate Management Days and The AAPC Pollie Awards & Conference.

AMDays – Affiliate Management Days

Fluent's Senior Vice President of Sales, Daryl Colwell, will present a session titled "Back to the Future: How to Use Pay-per-Call to Bridge Old and New Media" on Tuesday, April 5, 2016 at 11:15am PT at the San Francisco Marriot Marquis. Mr. Colwell will focus on how advertisers can implement pay-per-call campaigns to bridge the common gaps between old media (print, TV, yellow pages, etc.) and new media (social media, mobile, native advertising, etc.). Attendees will gain an understanding of pay-per-call marketing, how it works and how it can help their brands generate more revenue from new media advertising opportunities while continuing to enjoy strong revenue and performance from their old media advertising programs. A best practices list for launching and managing a successful pay-per-call advertising campaign will be given to attendees at the end of the session.

Affiliate Management Days is an event for affiliate managers who are responsible for their company's affiliate marketing strategy, management and operations. Whether you have an existing affiliate program or you are creating a new initiative, AM Days offers you valuable insights into how other online retailers are successfully implementing and managing their affiliate programs. For further information, please visit <http://www.affiliatemanagementdays.com/>.

The AAPC Pollie Awards & Conference

Fluent's GM of Political and Advocacy Solutions, Jeff Pavelcsyk, will participate in a panel titled "Innovation Showcase—Shark Tank Style!" on Wednesday, April, 13, 2016 at 9:30am ET at the Hotel InterContinental in San Juan, Puerto Rico. The AAPC Innovation Showcase provides a unique opportunity for campaign professionals to learn about a range of campaign technology, solutions and success stories in a fast-paced, informative session.

The 2016 AAPC Pollie Awards & Conference features cutting-edge programming on key industry trends, designed to empower attendees to leverage the latest techniques in campaign strategy and management. For further information, please visit <http://theaapc.org/annual-pollie-conference/>.

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/>.

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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