



Fluent, LLC to Present at Industry Events in May 2016

May 2, 2016

NEW YORK--(BUSINESS WIRE)--May 2, 2016-- Fluent, LLC, an IDI company (NYSE MKT:IDI) and an industry leader in people-based digital marketing and customer acquisition, today announced its participation at three industry events in May 2016: CampaignTech East, Future of Email – NYC, and the Email Innovations Summit.

CampaignTech East

Fluent's Chief Marketing Officer, Jordan Cohen, spoke on a panel titled "Exploring the Value of Emerging Channels", held on Monday, May 2, 2016 at 11:00am ET at The Knight Conference Center at the Newseum in Washington, DC. Additionally, Fluent's GM of Political and Advocacy Solutions, Jeff Pavelcsyk, spoke during a lunch presentation on People-Based Political Advertising on Monday, May 2, 2016 at 12:30pm.

At CampaignTech East, get behind-the-scenes perspectives on the newest digital strategies, marketing tools, and ground-breaking technologies for this campaign cycle and beyond. Connect and learn from the revolutionaries of digital politics, advocacy, and technology. For further information, please visit: <http://campaigntecheast.com/>.

Future of Email - NYC

Fluent's Chief Marketing Officer, Jordan Cohen, will participate on a panel discussion on identity and the future of email on Tuesday, May 3, 2016 at 4pm at Helen Mills in New York, NY.

Learn about the latest technologies, cutting-edge campaign strategies, and can't-miss tactics you can use to transform email in 2016 and beyond. The industry's most influential trailblazers, thought leaders, and technologies will converge for one evening of jam-packed information to help you bring your email marketing program into the future. For further information, please visit <http://thefutureofemail.com/new-york/>.

Email Innovations Summit

Fluent's Chief Marketing Officer, Jordan Cohen, and Fluent clients DealNews, BuildDirect, and Western Union will participate in a panel titled "Innovation in Acquisition: Big Data and Real-Time Targeting at the Top of the Funnel", on Wednesday, May 18, 2016 at 10:30am PT at the Rio Hotel in Las Vegas, NV. The panel will focus on the strategies, tactics, and technologies that Fluent is using to acquire their best customers, with precision, at a massive scale. Going far beyond "the basics" of list building, this panel will dive into how sophisticated data modeling, real-time interaction with consumers, and people-based marketing platforms can be deployed to aggressively grow the top of the funnel while preserving high engagement rates and ROI.

The focus of this unique conference series is on email marketing's latest innovations in technology, strategy, design, and acquisition. The EI Summit incorporates sessions designed to help the marketer integrate the information learned back into the broader marketing team when they get back to the office. For further information, please visit <http://emailinnovationssummit.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. 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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