



Fluent Research: Digital Marketing Dominates When It Comes to Getting Women to Shop

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New study released at annual M2W conference finds that mobile, email, and social media marketing channels are outperforming traditional mass media

NEW YORK--(BUSINESS WIRE)--May 3, 2016-- Fluent, LLC, an IDI company (NYSE MKT:IDI) and an industry leader in people-based digital marketing and customer acquisition, today released a new research report entitled, "[Marketing to Women: 2016](#)" in conjunction with its sponsorship of the 12th annual [M2W Summit](#) being held at the Eventi hotel this week in New York. The report covers a range of topics of interest to business-to-consumer marketers, spanning everything from which types of media American adult women are most likely to find influential in their shopping decisions, to the growing roles of social media and mobile apps in product discovery, research, and purchasing.

Fluent's research, based on a poll of 1,443 American adult women conducted on April 21, 2016, found that:

- **Digital marketing channels are more likely to drive purchases among women who engage with them.** 72% of women who sign up for mobile notifications, 71% of those who follow brands on social media, and 53% of those who have signed up for email marketing newsletters say that these marketing channels have made them "more likely to make a purchase." By comparison, just 41% say the same for TV ads, 35% for newspaper or magazine ads, and 26% for both radio ads and billboards.
- **Mobile app adoption is strong, but there is room for improvement when it comes to mobile shopping experiences.** More than half (55%) say they at least sometimes download mobile shopping apps for the stores they regularly visit, but 76% say they primarily use these apps just to browse merchandise.
- **Facebook dominates as the preferred social media network for following brands.** Despite the rising popularity of upstarts like Snapchat and Instagram, when it comes to commercial interactions, Facebook leads the pack, with 77% of women calling it their preferred social media network for following brands.
- **Women overwhelmingly prefer gender-neutral ads.** 73% of women say they at least sometimes receive marketing messages directed specifically to women, but the tactic may not be as effective as marketers think, with 74% of women saying they prefer messages that are gender neutral.

"Women are the primary decision makers when it comes to shopping for the average American household, and studies show that women account for 85% of overall consumer spending to the tune of 7 trillion dollars," said Matt Conlin, President of Fluent. "Our new research shows that digital channels like mobile, social, and email have become far more influential in driving purchasing decisions than traditional mass media. The ability to personalize communications and communicate with women on a one-to-one basis gives these digital channels many strategic advantages over legacy marketing vehicles."

Fluent is the premier database marketing company that is regularly publishing consumer market research leveraging its massive reservoir of proprietary audience data and real-time survey platform. The company surveys over 500,000 American adults and generates over 5.5 million unique survey responses each 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.

To download the full report, "Marketing to Women: 2016," please visit: <http://www.fluentco.com/resource/marketing-to-women-2016/>.

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 satellite offices in Washington, DC and Detroit. 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 filed on March 18, 2016, 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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