



Fluent Research: Omnichannel Marketers Drive Increased Purchase Frequency

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New study highlights competitive advantages of reaching consumers across multiple marketing channels

NEW YORK--(BUSINESS WIRE)--May 24, 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, "The Omnichannel Advantage". The report covers how retailers are reaching consumers through online and offline advertising channels, the impact of omnichannel marketing in driving sales, and which marketing channels are most effective at driving sales when paired with email marketing.

Fluent's research, based on a survey of 1,802 American adults conducted on May 7, 2016, found that:

- **More established marketing channels continue to have the widest reach.** About 4 in 10 Americans report seeing television, print and online ads from their favorite retailer in the past month. The majority of digital marketing channels are closing the gap, however, with about 3 in 10 Americans reporting engaging with mobile notifications, email newsletters, mobile shopping apps, Facebook, and online videos from their favorite retailer.
- **Broad-based channel interactions translate into more sales.** Nearly two-thirds (62%) of consumers who are reached by their favorite retailer across over 10 channels or more make in-person purchases at least once per week. That number drops to 41% of those who are reached by 5 – 9 channels, and 40% of those who are reached across 1 – 4 channels.
- **Email pairs best with social media.** Email newsletters drive more frequent purchases when paired with social media channels compared to any other medium. 56% of consumers who sign up for their favorite retailer's email newsletters and also follow or like them on Facebook shop with them once a week or more, compared to 48% of those who sign up for email and also see online display ads.

"Omnichannel continues to be one of the hottest topics in consumer marketing, and our survey findings demonstrate that the hype is well justified," said Matt Conlin, President of Fluent. "Well-orchestrated customer journeys across multiple channels are driving increased consumer engagement with brands and higher sales."

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, "The Omnichannel Advantage," please visit: <http://www.fluentco.com/resource/the-omnichannel-advantage/>.

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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