



Fluent, LLC to Present at Industry Events in June 2016

June 2, 2016

NEW YORK--(BUSINESS WIRE)--Jun. 2, 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 five industry events in June 2016: Future of Email – Denver, MediaPost Email Insider Summit, AAPC Los Angeles Regional Conference, Future of Email – Miami, and Experian Client Summit.

Future of Email - Denver

Fluent's Senior Vice President of Sales, Daryl Colwell, will participate on a panel discussion on identity and the future of email, which will be held on Thursday, June 2, 2016 at 4:30pm MT at the Oxford Theater in Denver, CO.

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/denver/>.

MediaPost Email Insider Summit

Fluent's Chief Marketing Officer, Jordan Cohen, will participate on a panel titled "Email and the Quest for the Universal ID Holy Grail" to be held on Monday, June 6, 2016 at 10:15am ET at the Ritz Carlton in Amelia Island, FL.

Increasingly, data is driving the world of marketing and email is no exception. The Email Insider Summit is dedicated to dealing with data: How to break down data silos, how to share data between ESP and other partners, how to create universal profiles from disparate data sources and how to use data to drive email marketing to new levels of relevant personalization and smart automation. For further information, please visit <http://www.mediapost.com/emailinsidersummit/>.

AAPC Los Angeles Regional Conference

Fluent's GM of Political and Advocacy Solutions, Jeff Pavelcsyk, will participate on a panel titled "Innovation Showcase—Shark Tank Style!", on Tuesday, June 14, 2016 at 9:15am PT at the Hilton Universal City in Los Angeles, CA. 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. A diverse panel of campaign software and advertising solutions providers will conform to the principles of Pecha Kucha, a presentation format designed to keep discussions concise and entertaining.

AAPC's Regional Conferences offer high quality content and exceptional networking opportunities. Each program is designed by an advisory board of regional experts and leading consultants to feature influential and relevant perspectives at both state and national levels. For further information, please visit <https://theaac.org/events-register/regional-conferences/2016-los-angeles-regional-conference-2/>.

Future of Email - Miami

Fluent's Chief Marketing Officer, Jordan Cohen, will participate on a panel discussion on identity and the future of email which will be held on Thursday, June 23, 2016 at the Viceroy Hotel in Miami, FL.

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/miami/>.

Experian Client Summit

Fluent's Chief Marketing Officer, Jordan Cohen will moderate a roundtable discussion titled "Thinking Outside The Inbox: Email & The Future of Omnichannel Marketing", on Thursday, June 30, 2016 at 1:00pm PT at the Cosmopolitan Hotel in Las Vegas, NV. Mr. Cohen will also participate on a panel titled, "Customer Lifecycle: From Acquisition to Loyalty," on Thursday, June 30, 2016 at 2:40pm PT.

This year, the Experian Client Summit examine the latest industry trends and learn what is and isn't working from innovative brands and industry experts. Attendees will have the opportunity to customize their experience by choosing from a diverse range of breakout sessions designed for user, manager and executive levels. For further information, please visit <http://www.2016clientsummit.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 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/>.



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