



## Fluent Announces Rebrand as Company Continues to Establish Dominant Position in Data-Driven Marketing

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*Industry Leader in Customer Acquisition Debuts New Logo, Website, and Ad Campaign*

NEW YORK--(BUSINESS WIRE)--Sep. 12, 2016-- [Fluent, LLC](#), an IDI company (NYSE MKT:IDI) and an industry leader in people-based digital marketing and customer acquisition, today announced the launch of its new brand identity, with the introduction of a new logo, website, and large-scale ad campaign that signifies Fluent's rapid growth and widening dominance as the go-to partner for brands looking to acquire new customers at massive scale.

"Fluent has been one of the best-kept secrets in advertising and marketing," said Ryan Schulke, CEO of Fluent. "With today's reveal of our new identity and ad campaign, we're sharing what leading brands like Finish Line, Western Union, BuildDirect, and hundreds of others have come to learn about us in the six short years since our inception: Fluent is a different kind of data-driven marketing platform, with a proven record of driving performance and results."

Fluent's product suite, composed of industry-leading data acquisition, performance display advertising, and mobile app install solutions, is built on a foundation of a massive reservoir of proprietary consumer data. The company interacts with over 700,000 US consumers on a daily basis, collects over six million consumer survey responses daily, and uses real-time insights to drive over 1.2 million daily consumer actions in response to client ads, whether signing up for email lists, enrolling in loyalty programs, downloading apps, or any number of responses beyond simply viewing ads. Clients report dramatic increases in new customer acquisition volume and engagement.

The new logo brings a sharp new visual identity, signifying the high volume, high value, and high velocity customer acquisition that Fluent is uniquely capable of delivering for its clients. The iconic funnel-shaped "F" of the logo is instantly recognizable, and highlights both Fluent's acumen at acquiring new prospects at the top of the funnel and utilizing analytics capabilities to drive them down-funnel into loyal customers, as well as projecting upwards as a symbol of growth and scale.

Fluent's emphasis on deeply understanding each consumer based on self-declared preferences and interests is reflected in the company's new tagline, "People Talk. We Listen. Brands Win." This language speaks to Fluent's core belief that in an incredibly cluttered and confusing marketing technology landscape, most marketers fail to take the most important of steps when it comes to identifying and targeting their best prospective new customers: going straight to the source and asking consumers about what they want from brands.

Fluent's ad campaign, debuting today on the cover of *Ad Age* magazine, is a provocative statement to the industry that disrupts long-held assumptions about data-driven marketing, and shines the light on Fluent as a company that is "Changing the Laws of Acquisition." The campaign will continue throughout September and Q4 of 2016 across leading print and digital industry trade publications, substantially increasing Fluent's brand awareness in the marketplace.

"Today's launch rings in a new era for Fluent in which we intend to vastly scale our business," said Schulke. "We plan to dramatically increase our size and scope by, among other things, retargeting pre-qualified audiences on any connected device – enabling social, video, search, mobile display, and soon addressable television campaign executions against hyper-targeted audiences – opening up trillions of custom segmented impressions to our current and future customers."

[20nine](#), an award-winning creative branding agency with extensive marketing industry domain expertise, including brand launches and rebrands for leading companies such as MediaMath, PointRoll, RhythmOne, AudienceScience, Sizmek and Tremor Video, served as agency of record for Fluent's rebrand and launch.

"As a company, Fluent has a strong sense of who it is and what it delivers, which enabled us to tell a compelling and differentiated story. We were true partners in the process and they let us push the limits," said Greg Ricciardi, president and CEO of 20nine.

For more information, visit [www.fluentco.com](http://www.fluentco.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. 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. Such forward looking statements include statements about whether Fluent's new brand identity will signify Fluent's rapid growth and widening dominance as the go-to partner for brands looking to acquire new customers at massive scale; whether Fluent has a proven record of driving performance and results; whether the Fluent launch will vastly scale Fluent's business; and whether Fluent can

increase its size and scope thereby opening up trillions of custom segmented impressions to its current and future customers. 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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