



Fluent, an Oracle Marketing AppCloud Partner, Launches Application to Power Data-Driven Acquisition Marketing

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New Acquisition Application Helps Marketers Identify, Target and Acquire New Customers Through Integration With Oracle Marketing Cloud

NEW YORK--(BUSINESS WIRE)--Jan. 18, 2017-- Fluent, a cogint company (Nasdaq:COGT), Silver level member and Cloud Standard partner of Oracle PartnerNetwork (OPN), today announced that it has launched an acquisition marketing application now available on the Oracle Cloud Marketplace. This new acquisition marketing application helps marketers to seamlessly execute their customer acquisition and follow-up lifecycle marketing campaigns using Oracle Responsys, part of the Oracle Marketing Cloud.

Oracle Marketing Cloud provides chief marketing officers (CMOs) and their teams with data-driven solutions to simplify marketing resources and deliver more personalized customer-centric experiences across every channel to attract and retain ideal customers. These modern marketing solutions connect cross-channel, content, and social marketing with data management and activation, for enterprise B2B and B2C marketers on a single system of record. The Oracle Marketing AppCloud is one of the industry's most comprehensive marketing technology ecosystems, offering Oracle customers a broad set of marketing apps and data services to extend and optimize their technology investments.

Fluent's acquisition application enables Oracle Marketing Cloud customers to easily identify and target consumers with self-declared interests in specific brands, promotions or products. The application's built-in surveying capabilities and foundation in first-party data enhances marketers' ability to deploy opt-in data acquisition campaigns. With Fluent's acquisition application, marketers can now activate campaigns leveraging new customer data in real-time via the app's turnkey integration with Oracle Marketing Cloud.

"Fluent's precise targeting and unique ability to pre-qualify consumers before serving ads to them has enabled us to better acquire valuable customers and increase engagement at scale," said Michael Nuss, Director, Digital Marketing at Shoe Carnival. "The integration with Oracle Marketing Cloud ensures that we can seamlessly follow up with new loyalty club members."

Oracle Marketing Cloud customers can visit the Fluent listing in the [Oracle Cloud Marketplace](#) to install the application and begin implementing Fluent in Oracle Marketing Cloud.

About Fluent

Fluent, LLC, a cogint company (Nasdaq: COGT), 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 is headquartered in New York City. For more information visit www.fluentco.com.

About cogint™

At cogint, 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 cogint, we are dedicated to making the world a safer place, to reducing the cost of doing business, and to enhancing the consumer experience.

About Oracle Marketing AppCloud

The Oracle Marketing AppCloud Partner Ecosystem features the most comprehensive selection of marketing technology applications, enabling customers to extend and optimize their Oracle Marketing Cloud investment. Through our Partner integrations, customers can easily add-on leading digital marketing capabilities and data to build a customer-centric digital dialogue and deliver a more personal and targeted cross-channel marketing experience. Visit the Oracle Cloud Marketplace to find all our partner solutions.

About Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) is Oracle's partner program that provides partners with a differentiated advantage to develop, sell and implement Oracle solutions. OPN offers resources to train and support specialized knowledge of Oracle's products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to be recognized and rewarded for their investment in Oracle Cloud. Partners engaging with Oracle will be able to differentiate their Oracle Cloud expertise and success with customers through the OPN Cloud program – an innovative program that complements existing OPN program levels with tiers of recognition and progressive benefits for partners working with Oracle Cloud. To find out more visit: <http://www.oracle.com/partners>.

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