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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934**

**Date of Report (Date of Earliest Event Reported): September 29, 2016**

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**Cogint, Inc.**

(Exact name of registrant as specified in its charter)

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**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-37893**  
(Commission  
File Number)

**77-0688094**  
(I.R.S. Employer  
Identification No.)

**2650 North Military Trail, Suite 300, Boca Raton, Florida**  
(Address of principal executive offices)

**33431**  
(Zip Code)

**Registrant's telephone number, including area code: 561-757-4000**

**Not Applicable**  
Former name or former address, if changed since last report

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure.**

In connection with the rebranding of Cogint, Inc., a Delaware corporation (the “Company”), from IDI, Inc. and the launch of a new corporate website at [www.cogint.com](http://www.cogint.com), the Company has updated its Company presentation. A copy of the Company presentation is attached as Exhibit 99.1 to this Current Report on Form 8-K and is also available in the “Investors” section of the Company’s website at [www.cogint.com](http://www.cogint.com). The Company disclaims any obligation to correct or update these materials in the future, except as required by law.

The information included herein and in Exhibit 99.1 is being furnished pursuant to this Item 7.01 of Form 8-K and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (“Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended (“Securities Act”), or the Exchange Act, except as expressly set forth by specific reference in such a filing. Information on our website is not and should not be considered incorporated into this filing or any of our filings with the Securities and Exchange Commission (the “SEC”).

The Company presentation attached hereto as Exhibit 99.1 contains statements that may be deemed forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. These statements are therefore entitled to the protection of the safe harbor provisions of these laws. These statements may be identified by words such as “expects,” “plans,” “projects,” “will,” “may,” “anticipate,” “believes,” “should,” “intends,” “estimates,” and other words of similar meaning. The Company has based these forward-looking statements on its current views about its plans, intentions, expectations, strategies and prospects. While the Company believes these plans, intentions, expectations, strategies and prospects are reasonable, such forward-looking statements are only predictions and involve a number of risks and uncertainties, many of which are beyond the Company’s control. These and other important factors may cause actual results or events to differ materially from those indicated by such forward-looking statements. Management cautions that any such forward-looking statements are not guarantees of future performance, and readers cannot assume that such statements will be realized or the forward-looking events and circumstances will occur. Factors that might cause such a difference include, without limitation, the risks and uncertainties discussed under “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, as well as the other factors described in the filings that the Company makes with the SEC from time to time.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

<u>Exhibit</u> <u>No.</u>	<u>Description</u>
99.1	Cogint, Inc. Company Presentation dated September 2016.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

September 29, 2016

**Cogint, Inc.**

By: /s/ Derek Dubner  
Name: Derek Dubner  
Title: CEO

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**EXHIBIT INDEX**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Cogint, Inc. Company Presentation dated September 2016.



# COMPANY PRESENTATION

September 2016

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# Forward-Looking Statements

This presentation 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 non-historical statements about our expectations, beliefs or intentions regarding our business, technologies and products, financial condition, strategies or prospects. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: the risks set forth in cogint's most recent Annual Report on 10-K, as may be supplemented or amended by cogint's Quarterly Reports on Form 10-Q, as well as the other factors described in the filings that cogint makes with the SEC from time to time.

You are cautioned not to place undue reliance on these forward-looking statements, which are based on cogint's expectations as of the date of this presentation and speak only as of the date of this presentation. cogint undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Without limiting the foregoing, the inclusion of the financial projections in this presentation should not be regarded as an indication that the Company considered, or now considers, them to be a reliable prediction of the future results. The financial projections were not prepared with a view towards public disclosure or with a view to complying with the published guidelines of the Securities Exchange Commission, the guidelines established by the American Institute of Certified Public Accountants with respect to prospective financial information, or with U.S. generally accepted accounting principles. Neither the Company's independent auditors, nor any other independent accountants, have compiled, examined or performed any procedures with respect to the financial projections, nor have they expressed any opinion or any other form of assurance on such information or its achievability. Although the financial projections were prepared based on assumptions and estimates that the Company's management believes are reasonable, the Company provides no assurance that the assumptions made in preparing the financial projections will prove accurate or that actual results will be consistent with these financial projections. Projections of this type involve significant risks and uncertainties, should not be read as guarantees of future performance or results and will not necessarily be accurate indicators of whether or not such results will be achieved.

# Transforming **Data** Into **Intelligence**



Derek Dubner  
Chief Executive Officer



Dan MacLachlan  
Chief Financial Officer



Ryan Schulke  
Fluent, Co-Founder  
& Chief Executive Officer

# Our Vision

DISPARATE DATA SOURCES



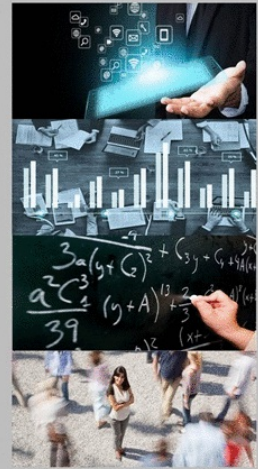
INDUSTRY AGNOSTIC

**cogint**<sup>TM</sup>

TRANSFORMING DATA INTO INTELLIGENCE

PROPRIETARY TECHNOLOGY PLATFORM

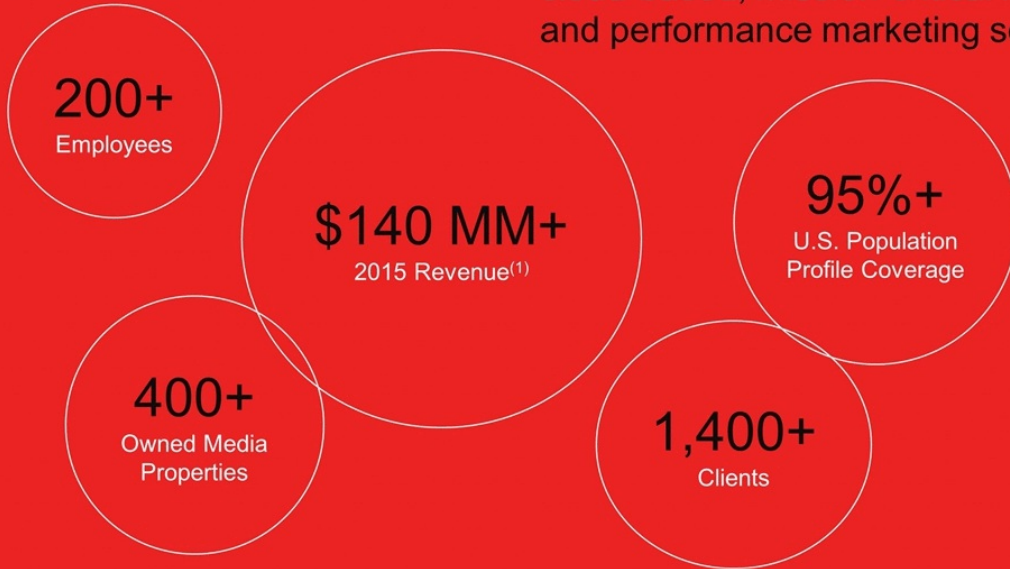
RICH INTELLIGENCE





# cogint Overview

A data and analytics company providing cloud-based, mission-critical information and performance marketing solutions



1) Pro forma figure including Fluent.

# Company Highlights

Strong Management Team  
With Proven Growth Track  
Record

Massive, High-Growth  
Market – Catalyzed by Sector  
Tailwinds in Data Analytics  
Across Industries

Transformative, Innovative  
and Highly-Scalable  
Technology Platforms

Massive Proprietary  
Database with Holistic  
Views of Consumers

Omni-Channel Delivery of  
Customer Data with Highly-  
Deterministic Results

Large Installed Base of  
Blue Chip Customers

Attractive Financial Profile  
with Multiple Levers of  
Growth

**cogint**

# Large and Expanding Markets

cogint sits at the convergence of two massive and growing markets

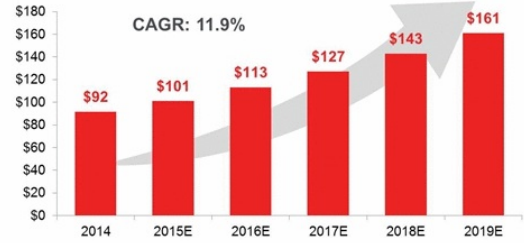
Dollars in \$B

## GLOBAL MEDIA AD SPENDING<sup>(1)</sup>



2016E  
>\$644B  
TAM

## GLOBAL BUSINESS ANALYTICS<sup>(2)</sup>



### GROWTH DRIVERS

- Online Retail
- Return on Spend
- Omni-Channel Consumers
- Rapid Adoption of Mobile Devices

### GROWTH DRIVERS

- Cloud Migration
- Proliferation of Data
- "Next Gen" Technologies
- Need for Actionable Intelligence

Significant Opportunity Across End-Markets

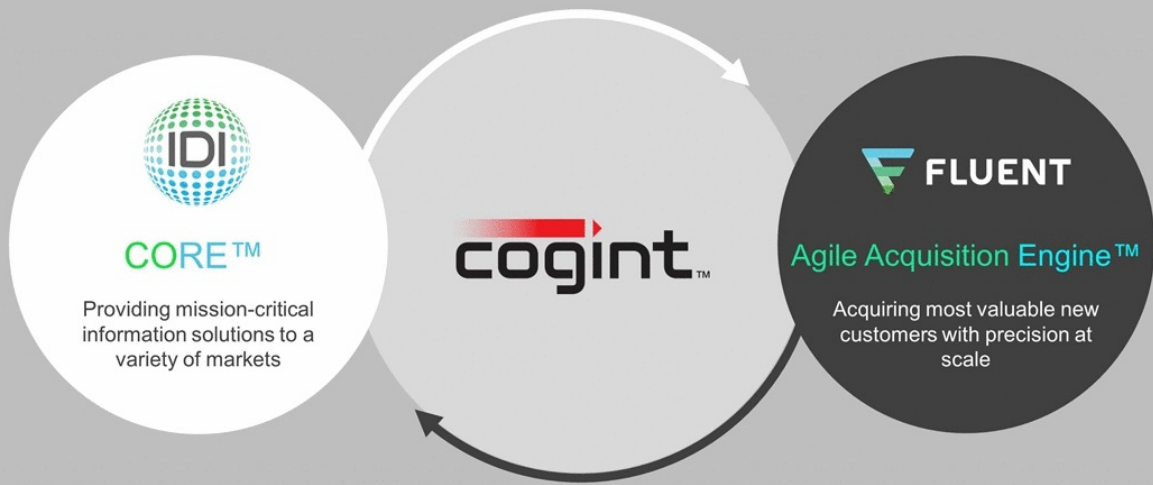


1) eMarketer Worldwide Ad Spending, April 2016.

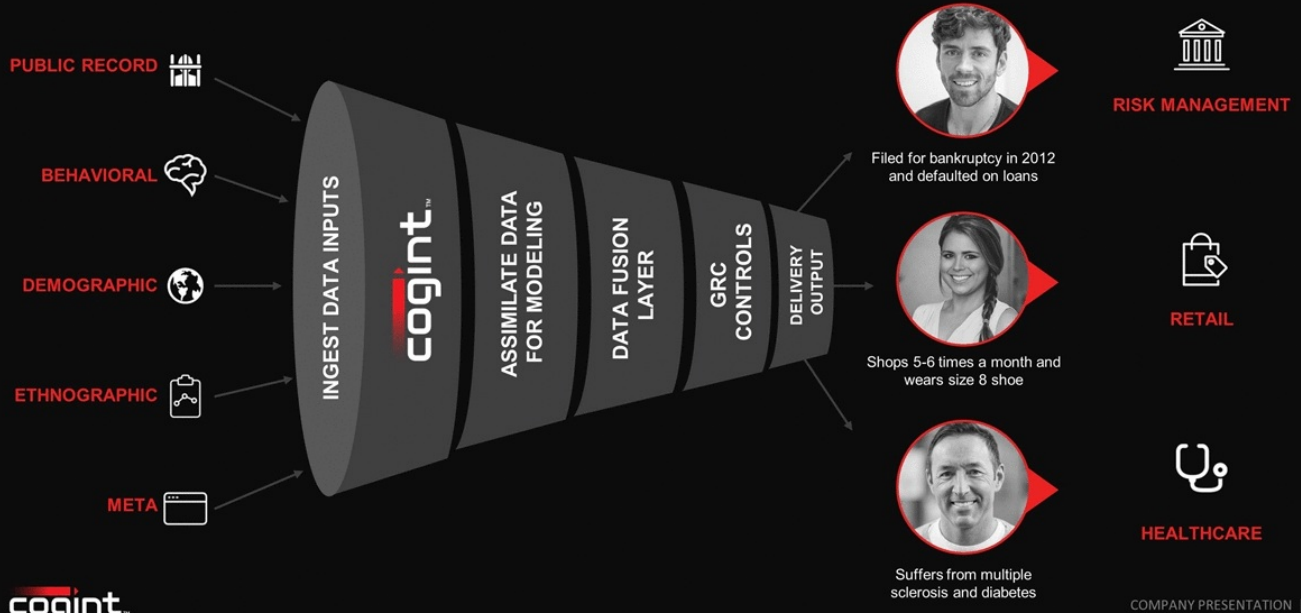
2) IDC "US and Rest of World Business Analytics Software 2014-2019" and "US and Rest of World Business Analytics Services 2014-2019", September 2015.

# The **cogint** Platform

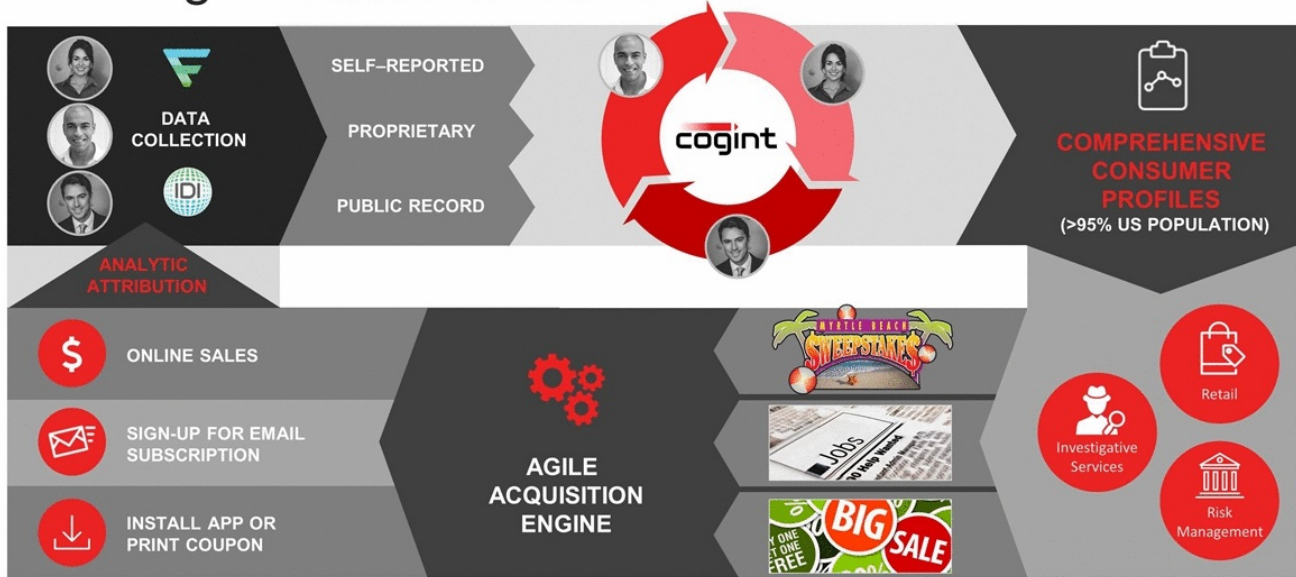
COMBINING THE BEST OF BOTH WORLDS



# Delivering the **Right** Solution to the **Right** User in Real-Time



# The cogint “Network Effect”





# cogint Product Overview

## Information Services



### CORE

Our advanced analytical platform, CORE, powers our investigative solution, idiCORE™, providing instant, comprehensive views of individuals, businesses, assets, and their interrelationships



### Data Acquisition Solutions

Empowers clients to rapidly grow their customer databases

## Performance Marketing



### Audience Solutions

Empowers clients to target their ads with precision and drive qualified prospects at scale



### Mobile Acquisition Engine

Matches people with mobile apps based on their self-declared interests



## Differentiated Mobile-First Approach in Marketing

**80%**  
of consumer interactions are from mobile

**700,000+**  
survey respondents per day

**5 million+**  
compiled responses every day

**120 million+**  
Self-reported U.S. profiles

**150 million+**  
unique email addresses



Large, Global  
**Fortune 500**  
Client Base



# cogint Delivers Superior Value to its Clients



## INFORMATION SERVICES



8x improvement in open rates and engagement compared to previous efforts

Ongoing growth of 15x in key metrics in the first 4 months

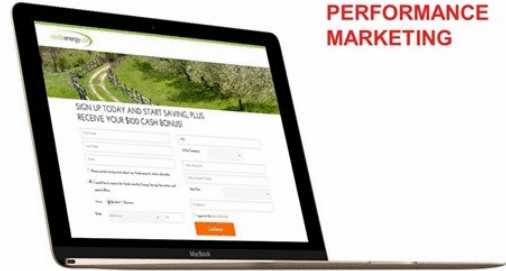
Company now expanding U.S. advertising programs



Generating hundreds of thousands of leads per month

Increased investment into our platform by 20x

Largest partner for their customer acquisition program



## PERFORMANCE MARKETING

**Top 20**

**Customers**



Quarter of Initial Purchase  
Repeat Purchase



Recurring Customers Drive Predictability

# Our Leadership Position

## OUR DIFFERENTIATION



Pioneer in the **data fusion** industry



Massive **data repository** of transactional, public, proprietary and self-reported information



Proprietary **machine-learning** algorithms and engines



Omni-channel campaign execution and “**mobile-first**” approach



Ability to deliver **holistic** and comprehensive insights



## COMPETITIVE LANDSCAPE

	<b>cogint.</b>	Info Services	Marketing Tech
Platform	✓	✗	✗
Data Collection	✓	✓	✗
Analytics	✓	✗	✓
Actionability	✓	✗	✗

## SELECT COMPETITORS



# Technology Platform – Speed, Power and Scalability



Cloud-based, PCI compliant with greater than four 9s of service uptime



Six datacenters spread geographically, dynamically scaling as needed



Proprietary algorithms, machine learning, billions of data records



Sub 250 millisecond query response time on comprehensive profiles



Over 5 million consumer responses compiled everyday



# Our Go-to-Market Model



Inside Sales



Strategic Sales



Distributors, Resellers,  
and Strategic Partners



Marketing

# Our Growth Strategy





# Proven, Successful Leadership



**Michael Brausner**  
Executive Chairman  
Seisint, Inc. InterCLICK  
Naviant, Inc. ChromaDex Corp.



**Derek Dubner**  
Chief Executive Officer  
Seisint, Inc. EQUIFAX  
Naviant, Inc. TransUnion | TLOxp



**Dan MacLachlan**  
Chief Financial Officer  
TransUnion | TLOxp



**Ryan Schulke**  
Chief Executive Officer  
& Co-Founder of Fluent  
Fluent



**Matt Conlin**  
President  
& Co-Founder of Fluent  
Fluent



**Ole Poulsen**  
Chief Science Officer  
LexisNexis | Accurint Seisint, Inc.  
TransUnion | TLOxp



**Harry Jordan**  
Chief Operating Officer  
LexisNexis



# Financial Highlights

## Highlights

Strong Existing Revenue Streams

Long-Term Customer Loyalty

Highly-Scalable Business Model

Attractive Margin Profile

Low Capital Intensity

## 1H 2016 Financials

**93%**  
Revenue from Existing Customers

**90%**  
Annualized Revenue Retention

**\$1m**  
Annualized Revenue Per Employee

**6.8%**  
Positive Adj. EBITDA<sup>(1)</sup>

**8.1%**  
CapEx as a % of Revenue



1) See reconciliation of adjusted EBITDA in the attached appendix.

# Strong Balance Sheet

## HIGHLIGHTS



Capital-efficient  
business model



Adequate cash  
reserves



Well-capitalized  
balance sheet



Effective working  
capital management

# Compelling Long-Term Model

\$'s in Millions	MANAGEMENT EXPECTATIONS				Long-Term Target
	FY 2015A <sup>(1)</sup>	Q1 2016A	Q2 2016A <sup>(2)</sup>	1H 2016A <sup>(2)</sup>	
Performance Marketing		\$28.4	\$27.6	\$56.0	
Information Services		\$11.1	\$13.4	\$24.5	
<b>Total Revenue</b>	<b>\$148.9<sup>(3)</sup></b>	<b>\$39.4</b>	<b>\$41.0</b>	<b>\$80.5</b>	<b>20-30%</b>
		Q1 2016A	Q2 2016A <sup>(2)</sup>	1H 2016A <sup>(2)</sup>	
Total Gross Profit		\$10.9	\$11.5	\$22.4	
<b>Total Gross Margin</b>		<b>27.7%</b>	<b>28.0%</b>	<b>27.9%</b>	<b>45-55%</b>
Total Adjusted EBITDA <sup>(4)</sup>		\$2.4	\$3.1	\$5.5	
<b>Total Adjusted EBITDA Margin<sup>(4)</sup></b>		<b>6.1%</b>	<b>7.6%</b>	<b>6.8%</b>	<b>20-25%</b>

## LONG-TERM DRIVERS

- Expansion into new markets and use cases
- Synergistic revenue contribution
- Operating leverage



Source: Company public filings.

1) Fiscal year ended December 31.

2) The results of operations of Q Interactive during the period from June 8, 2016 to June 30, 2016, with revenue of \$3.1 million, before any intercompany eliminations between Q Interactive and Fluent, were included into the Company's financial statements for the three and six months ended June 30, 2016.

3) Pro forma figure including Fluent.

4) See reconciliation of adjusted EBITDA in the attached appendix.

A black and white photograph taken from a low angle looking up at several tall skyscrapers. The buildings are arranged in a circular pattern, creating a sense of height and scale. The sky is a uniform light gray.

# Appendix

**cogint.**

# Adjusted EBITDA Reconciliation

<i>\$'s in Millions</i>	Q1 2016A	Q2 2016A <sup>(1)</sup>	1H 2016A <sup>(1)</sup>
Net Loss Attributable to IDI	(\$6.8)	(\$7.2)	(\$14.0)
Net Loss from Discontinued Operations Attributable to IDI	\$0.0	\$0.0	\$0.0
Interest Expense, net	\$1.8	\$1.9	\$3.7
Income Tax Benefits	(\$3.5)	(\$3.5)	(\$7.0)
Depreciation and Amortization	\$2.6	\$3.0	\$5.6
Share-Based Payments	\$7.4	\$7.2	\$14.6
Non-Cash loss on Exchange of Warrants	\$0.3	\$1.0	\$1.3
Acquisition-Related Costs	\$0.1	\$0.5	\$0.6
Non-Recurring Litigation Costs	\$0.5	\$0.2	\$0.7
<b>Adjusted EBITDA</b>	<b>\$2.4</b>	<b>\$3.1</b>	<b>\$5.5</b>



Source: Company public filings.

<sup>1)</sup> The results of operations of Q Interactive during the period from June 8, 2016 to June 30, 2016, with revenue of \$3.1 million, before any intercompany eliminations between Q Interactive and Fluent, were included into the Company's financial statements for the three and six months ended June 30, 2016.