Performance-based user acquisition solution generating Mobile App installs at scale

Match real people with mobile apps based on their self-declared interests

At Fluent, we interact with over 700,000 U.S. consumers daily, gaining an understanding of their interests and behavior. With these real-time insights, we are able to match real people with mobile apps based on their self-declared interests to drive mobile engagement and app installs at scale. The result is higher engagement and increased mobile app install campaign ROI.

With MobileNow, Reach New Inventory and Engaged Audiences

MobileNow, our mobile app install acquisition solution, offers marketers access to unique mobile web inventory coupled with the precision targeting capabilities of Fluent's acquisition marketing platform. The solution enables marketers to reach qualified audiences of consumers who have the highest propensity to download their apps and become highly engaged and high lifetime value users.

HOW IT WORKS

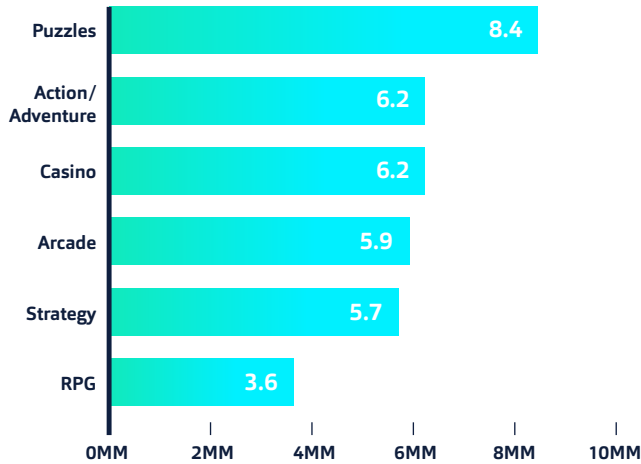| Consumer visits one of Fluent's owned and operated sites | Registers with the site | Self-reports intent/ interests through survey | Views targeted ad and responds (or skips) |

MONTHLY REGISTRATIONS

GAMING APPS

Category	Value
Puzzles	8.4
Action/Adventure	6.2
Casino	6.2
Arcade	5.9
Strategy	5.7
RPG	3.6

0MM 2MM 4MM 6MM 8MM 10MM

APP PURCHASES

6.3MM In-app **4.8MM** Paid apps

LIFESTYLE/ OTHER APPS

7.8 MM Shopping **6.4 MM** Coupons **5.9 MM** Order Food

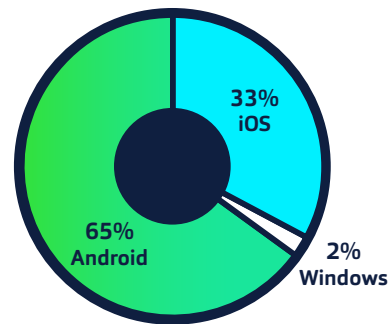## MOBILE VS. DESKTOP

20% Desktop
80% Mobile

MOBILE OS

33% iOS
65% Android
2% Windows

OUR CLIENTS

RetailMeNot · Checkout 51 · JUMP RAMP GAMES · InnoGames · Playtika
letgo · Perk · ROCKET GAMES · King · GAMELOFT · SGN · Twitter
zeptolab · 500 · Hotel Tonight · MachineZone · PLAYSTUDIOS · Close5
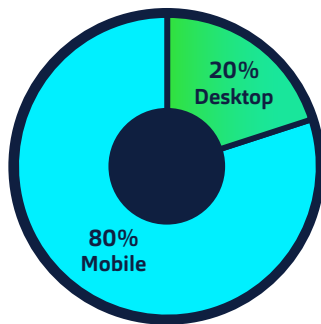
FLUENT

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.

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