



With AudienceNow, reach real people based on real insights

Reliable Data-Driven Targeting to Acquire Engaged Audiences

Stop targeting with stale, modeled and re-modeled data.

With AudienceNow, activate Fluent’s first-party data across the digital ecosystem to reach custom dynamic audiences built for you to meet your specific campaign objectives.

Derived from self-declared interests and behaviors of over 250 million U.S. consumers, AudienceNow enables advertisers to target dynamically constructed custom audiences designed to meet your specific campaign objectives. The data is fresh, sourced directly from consumers themselves, and applied to your display, social, and email campaigns to achieve maximum results – at scale.

Transparent by design, AudienceNow is truly a solution created to meet the needs of today’s digital marketer and combat fraudulent impressions and aggregated, modeled unknown data segments.

HOW IT WORKS



Fluent works with the advertiser to define their most valuable audience based on campaign objectives

Once defined, Fluent surveys its audience network to create a segment of consumers who fit this profile

The Fluent Media team then targets this custom audience across the digital ecosystem to reach this specific audience, wherever they may be

Custom Audience targeting based on self-declared interests and behavior then results in strong campaign performance and a greater return on investment

Trusted Data Targeting Sourced from Real People and Delivering Results

At Fluent, we don't rely on anonymous cookies, pixels, and unknown datasets. We listen to over 900,000 consumers on a daily basis, apply state-of-the-art data science and then connect them with advertisers— across all verticals and industries— that match their interests. We design audiences based on your campaign objectives to ensure that you reach exactly who you need to get the actions you want. Our data is not syndicated; it is specific to you so you can trust the results and be confident that you are targeting real people based on recent, up-to-date insights.

Sample Fluent Audience Network Segments include:

Auto intenders	In-market for new credit card
New movers	New homeowners
Frequent travelers	Planning to move
New moms	Asthma sufferers
Recent college graduates	Frequent shoppers broken out by retail stores
Owners of more than one car	Brand loyalists
In-market for part-time work	Interested in participating in panels
Loyalty shoppers	Looking for focus group opportunities



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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