



# Drive new website traffic at a massive volume

**With Fluent’s audience solution, PerformanceNow, tap into Fluent’s proprietary media network to run high-volume and high-value performance advertising campaigns.**

Drive targeted consumers to your websites and offers and only pay when they take specific actions – never just for clicks or impressions. We work with performance marketers across every consumer vertical and have a well-deserved reputation for having the industry’s best quality and scale.

## HOW IT WORKS



We use big data and real-time interaction with consumers to ensure ads are targeted to the right consumers

Consumers click through to your offers or sites

Fluent pixel notifies us when the consumer has completed your desired action

Performance data fuels lookalike modeling for ongoing campaign optimization



### 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](http://www.fluentco.com).

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