



Bringing the Power of Retargeting to Data Acquisition

Re-engage real people based on real interest for real results.

Today's consumers are more distracted than ever. Consuming content across multiple devices, their interest can be fleeting, making a marketer's job tougher than ever.

As a result, it has become an all too common dilemma: you've captured interest and a consumer lands on your site but before they provide any information, they disappear.

ReConnect is the perfect solution to recapture interest and drive opt-in engagement.

The first performance retargeting solution of its kind, ReConnect goes beyond traditional display retargeting. Reaching over 700,000 U.S. consumers on a daily basis via our proprietary network of sites, Fluent enables advertisers to acquire new 1:1 marketing relationships with consumers, or to enhance what they already know about existing customers in their database.

Clients who have used this solution saw a 25% increase in engagement in customers acquired via ReConnect versus other retargeting solutions.

“Fluent helped us improve our email marketing capabilities substantially by targeting the right users – consumers who have expressed interest – and helping us grow our active email list by 300%. Its ReConnect campaign also proved to engage users better – by about 25% – than any of our acquisition partners.”

–Madison Norton, Manager, CRM, Build Direct

ReConnect Delivers Retargeting at Scale

With Reconnect, marketers can offer consumers the ability to opt-in to their marketing programs, outside of the confines of their own websites.

Simple Set Up, Maximum Results



To set up a ReConnect campaign, all a marketer needs to do is place Fluent's ultra-light pixel on their website

When a consumer who has previously visited your site appears on one of our hundreds of owned and operated websites, we are then able to identify them

Once identified, we serve them an opt-in focused ad

Retargeting Designed to Help Brands Build Relationships

Serving millions of impressions daily across both desktop and mobile, we reach hundreds of thousands of consumers every single day. Let us help you acquire new customers and gain more information about existing ones. Our solution is flexible and designed to work for you and your specific campaign objectives.



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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