



## *Increase Engagement By Learning More About Your Customers*

### **Enhance what you know about your customers to better market to them**

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With EnhanceConnect, a real-time CRM data enhancement solution, marketers can tap into Fluent's massive audience and engagement solutions to enhance what they know about their existing customers. By supplying Fluent with a hashed version of your CRM file, Fluent can deterministically target existing customers and build out more robust profiles with self-declared data.

*Unlock the power of CRM marketing with up to date information to better understand which customers are experiencing major life events, such as moving or expecting a child.*

*Use EnhanceConnect to win back lapsed customers by tailoring the right message to increase their engagement.*

*Understand the profile of your best customer so that you can find more like them via look-a-like campaigns.*

## Enhance Your CRM Programs With Self-Declared Data!

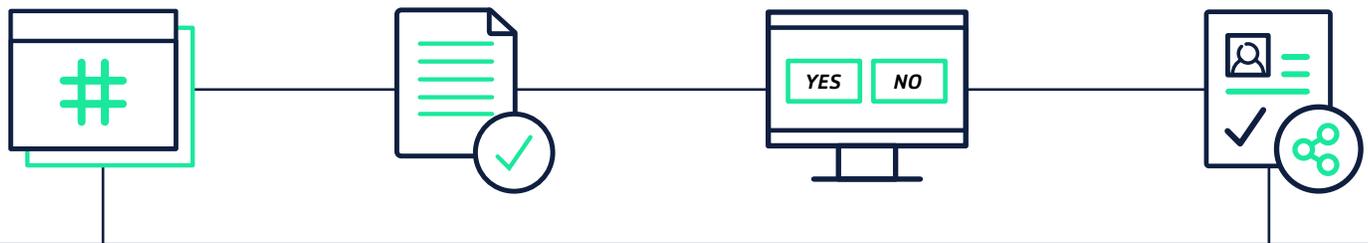
### ✓ **ENHANCECONNECT STANDARD**

Match up your database against Fluent’s massive reservoir of self-declared consumer insights to append valuable new data points to your CRM database.

### ✓ **ENHANCECONNECT PREMIUM**

Use Fluent’s survey platform and large-scale daily audience reach to acquire freshly generated insights about your customers on the fly. Ask them about their preferences and purchasing intent in the moment.

## HOW IT WORKS



**STEP 1**  
Send hashed versions of your CRM files to Fluent

**STEP 2**  
Fluent matches your file against our massive network in real-time

**STEP 3**  
Fluent uses self-declared first party data to enhance consumer profiles

**STEP 4**  
Fluent transmits new user-level profile data in real-time

### 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).