



**TOP
10
e-tail site**

Top ten e-commerce site drives over 2.8 million new email subscribers using the Fluent customer acquisition platform

Background

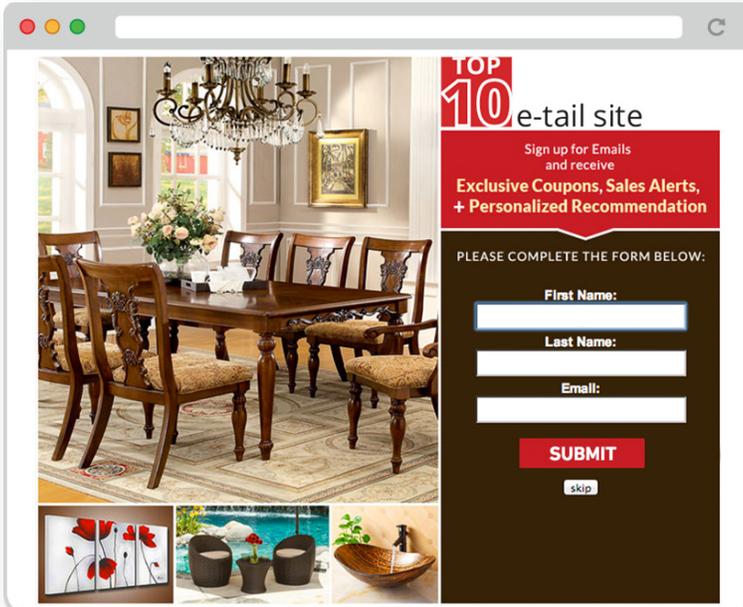
The client had aggressive top-line growth goals and wanted to drastically increase the size of its email database—and to do so fast. At the same time, they wanted to improve the efficiency of their digital advertising campaigns and increase return on ad spend (ROAS). Lastly, the company aimed to focus its acquisition efforts on users who had a high propensity for purchasing a wide range of products online.

Campaign

The client partnered with Fluent to meet and exceed its customer acquisition objectives. Fluent targeted opt-in ads to pre-qualified consumers who fit their economic profile and who identified themselves as frequent online shoppers. The Fluent platform’s built-in lookalike modeling leveraged transaction data from the client to further hone in on which consumers were most likely to make purchases within 90 days of signing up for its email list.

“Fluent’s advanced targeting technology, and ability to drive a massive amount of quality sign ups in a short amount of time have made the company one of our most important strategic top of the funnel marketing partners.”

–Director of customer acquisition



Results

The client generated more than 2.8 million new email newsletter signups within the first 6 months of working with Fluent. In addition, its ROAS occurred within 3 months, down from the 7 months it took for its previous best performing acquisition partner—a 57% improvement.



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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