

As one of the largest consumer engagement platforms outside of the walled gardens, Fluent's data solutions enable the world's largest advertisers to make meaningful consumer connections across all channels – including programmatic, social, and CTV.

Every day, over 1M US consumers engage on Fluent's owned and operated survey sites, sharing valuable insights about their health, wealth, interests, and intentions.

ABOUT FLUENT

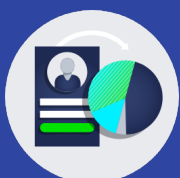
Founded in 2010
NASDAQ: FLNT

500+ brands and partners
across multiple industries

Top 10 Data Provider in
the Liveramp Data Store

1st Party Data Designed for Success

Accuracy, Scale & Compliance



DECLARED & DETERMINISTIC

All segments are built 1:1 from consumer declared survey responses with no modeling or inferences applied.



100% OPTED IN & PRIVACY SAFE

Every consumer surveyed by Fluent registers and provides an explicit opt-in. Data is compliant with the DAA and NAI requirements and is not subject to HIPAA.



UNIQUE & SCALED

With over 230MM active records in Liveramp Data Store, Fluent has differentiated segments focused in health, finance, politics, declared demo, and others.

DATA SPOTLIGHT

Fluent is known for its volunteered consumer health data, with audiences activated by seven of the top 10 pharma manufacturers in programmatic, social, and CTV.

Sample of Fluent's Declared Health Segments, available in 500+ activation platforms via the Liveramp Data Store.

- Allergies
- Chronic Pain
- High Blood Pressure
- Uninsured
- High Cholesterol
- Arthritis
- Diabetes
- Psoriasis
- Migraines
- Back Pain
- Eczema
- Ulcerative Colitis
- Rheumatoid Arthritis
- COPD
- Medicare

Fluent also has 200+ additional declared segments available in finance, politics, home & family, and demographics.