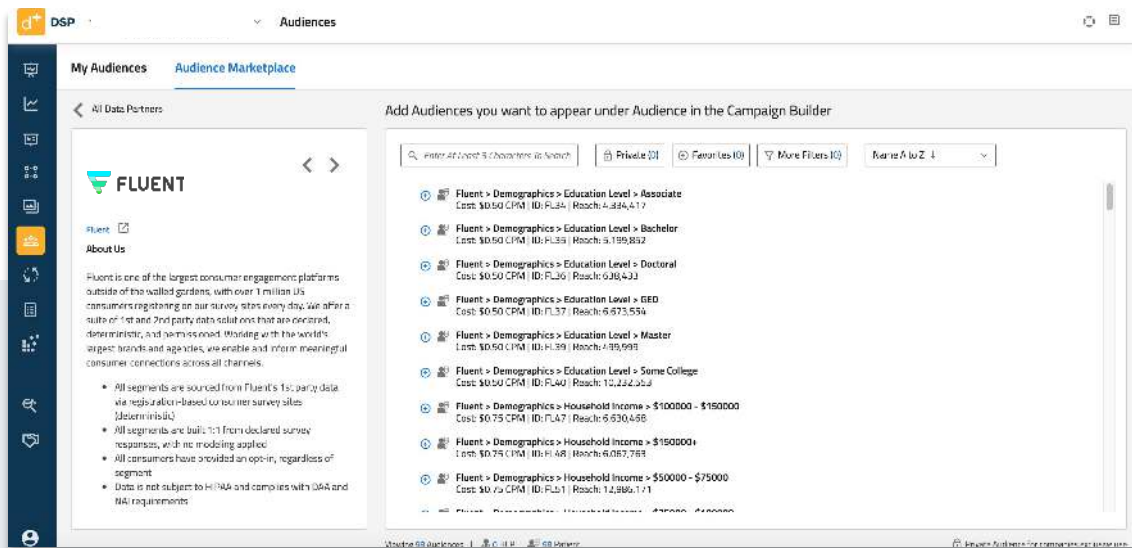# Welcome to the
DeepIntent Audience Marketplace

FLUENT

You can now discover **Fluent's** audience segments in the **DeepIntent Audience Marketplace**, the industry's first and only cookieless-by-design healthcare data ecosystem, and immediately activate your audiences at scale within DeepIntent's Healthcare DSP.

Immediately activate Fluent's custom and ready-to-use audiences

Get higher match rates and reach across both cookieless and cookie-based environments

Receive daily PLD reporting for all HCP audiences

C L I C K   HERE
for more information on Audience Marketplace.

deep**intent**+

About Fluent

Fluent is one of the largest consumer engagement platforms, with over one million U.S. consumers registering on a host of survey sites daily. Fluent offers a suite of first- and second-party solutions that are declared, deterministic, and permissioned. Working with the world's largest brands and agencies, Fluent enables and informs meaningful consumer connections across all channels.

KEY FACTS

All segments are built 1:1 from declared survey responses, with no modeling applied

All consumers have provided an opt-in, regardless of segment

Data is not subject to HIPAA and complies with DAA and NAI requirements

Fluent's ready-to-use segments available via the DeepIntent Audience Marketplace:

+ **Demographics**
    + Education Level
    + Household Income
    + Racial/Ethnic Identification
    + Relationship Status
+ **Health**
    + Accident Injury
    + ADD or ADHD
    + Alcohol or Drug Addiction
    + Arthritis
    + Asthma
    + Atrial Fibrillation
    + Cancer
    + Chemo with Hair Loss
    + Congestive Heart Failure
    + Constipation
    + Contact Lens User
    + COPD
    + Crohns
    + Diabetes

+ Diabetes Treatment
+ Dry Eyes
+ Dry Skin
+ Eczema
+ Experience Occasional Pain
+ Fibromyalgia
+ GERD and Heartburn
+ Gets Yearly Flu Vaccine
+ Gout
+ Hair Loss
+ Hearing Loss
+ Heart Disease
+ Hepatitis C
+ High Blood Pressure (Hypertension)
+ High Cholesterol
+ Insurance
+ Irritable Bowel Syndrome
+ Memory Loss
+ Migraines

+ Nervous System Disorders (MS)
+ Numbness & Tingling
+ OAB
+ Obesity
+ Osteoarthritis
+ Osteoporosis
+ Health Issues
+ Pre-Diabetes
+ Psoriasis
+ Psoriatic Arthritis
+ Rheumatoid Arthritis
+ Significant Health Ailment in HH
+ Sleep Apnea
+ Smoking Cessation
+ Tobacco Use
+ Trouble Walking
+ Ulcerative Colitis (UC)
+ Visit Doctor Often
+ Vitamins and Supplements
+ Weight Loss Interest

To have Fluent's custom or requested audiences directly onboarded to your DeepIntent Healthcare DSP seat, please email Fluent at mrigsbee@fluentco.com with your DeepIntent DSP Organization ID and Advertiser ID.

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