# Fluent expands retail media network with new brand partnerships



Commerce media company Fluent has recently expanded its retail media network by incorporating a diverse array of brands, which now includes prominent names such as Fanatics, Forever 21, Belk, Bealls Florida, Hammacher Schlemmer, the ticketing platform Vivid Seats, and Barnes & Noble College. This strategic move is aimed at enhancing the advertising capabilities of these brands, allowing them to offer non-endemic advertising across their respective websites and mobile applications.

By leveraging Fluent’s first-party identity graph and AI-driven algorithms, the newly integrated brands can ensure that advertising content is relevant to consumers, thereby improving user experience. These advancements are expected to enable partner companies to deliver personalized offers, fostering greater brand loyalty among customers while simultaneously creating a new revenue stream.

Tim Lukens, President of Commerce Media Solutions at Fluent, highlighted the significance of this partnership. “We’re proud to work with such an impressive roster of media partners across retail, grocery, ticketing, quick service restaurants and other emerging verticals,” Lukens stated, as reported by Retail TouchPoints. He further elaborated that the growing media network, which now facilitates over 100 million annual transactions, is designed to maximise revenue opportunities for advertising partners, elevate conversion rates, and create more meaningful consumer experiences.

The move underscores the increasing importance of AI automation and personalised advertising in the retail sector, showcasing how companies are adapting to technological innovations to meet evolving consumer expectations.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.stocktitan.net/news/FLNT/fluent-inc-announces-commerce-media-partnerships-with-top-tier-sqhxumy7cdrx.html> - Corroborates the expansion of Fluent's retail media network with brands like Fanatics, Forever 21, and others, and the use of first-party identity graph and AI-driven algorithms.
2. <https://www.retailtouchpoints.com/topics/digital-marketing/fanatics-forever-21-belk-join-fluent-commerce-media-network> - Supports the inclusion of brands such as Fanatics, Forever 21, Belk, and others in Fluent's commerce media network and the integration of non-endemic advertising.
3. [https://www.quiverquant.com/news/Fluent,+Inc.+Expands+Commerce+Media+Network+with+New+Partnerships,+Reflecting+Strong+Growth+in+Revenue+and+Market+Opportunities](https://www.quiverquant.com/news/Fluent%2C%2BInc.%2BExpands%2BCommerce%2BMedia%2BNetwork%2Bwith%2BNew%2BPartnerships%2C%2BReflecting%2BStrong%2BGrowth%2Bin%2BRevenue%2Band%2BMarket%2BOpportunities) - Confirms the partnership with top-tier brands and the growth in revenue and market opportunities through Fluent's Commerce Media Solutions.
4. <https://www.globenewswire.com/news-release/2025/01/07/3005421/0/en/Fluent-Inc-Announces-Commerce-Media-Partnerships-with-Top-Tier-Brands.html> - Details the new media partners and the benefits of integrating non-endemic advertising across their platforms using Fluent's technology.
5. <https://www.stocktitan.net/news/FLNT/fluent-inc-announces-commerce-media-partnerships-with-top-tier-sqhxumy7cdrx.html> - Quotes Tim Lukens on the significance of the partnerships and the goals of maximizing revenue opportunities and enhancing consumer experiences.
6. <https://www.retailtouchpoints.com/topics/digital-marketing/fanatics-forever-21-belk-join-fluent-commerce-media-network> - Explains how Fluent's first-party identity graph and AI-driven algorithms enhance ad relevance and customer experience.
7. [https://www.quiverquant.com/news/Fluent,+Inc.+Expands+Commerce+Media+Network+with+New+Partnerships,+Reflecting+Strong+Growth+in+Revenue+and+Market+Opportunities](https://www.quiverquant.com/news/Fluent%2C%2BInc.%2BExpands%2BCommerce%2BMedia%2BNetwork%2Bwith%2BNew%2BPartnerships%2C%2BReflecting%2BStrong%2BGrowth%2Bin%2BRevenue%2Band%2BMarket%2BOpportunities) - Highlights the growth in Fluent's Commerce Media Solutions, including a 341% year-over-year revenue increase and an annual recurring revenue run rate exceeding $50 million.
8. <https://www.globenewswire.com/news-release/2025/01/07/3005421/0/en/Fluent-Inc-Announces-Commerce-Media-Partnerships-with-Top-Tier-Brands.html> - Mentions the diverse array of brands and the verticals they operate in, such as retail, grocery, ticketing, and quick-service restaurants.
9. <https://www.stocktitan.net/news/FLNT/fluent-inc-announces-commerce-media-partnerships-with-top-tier-sqhxumy7cdrx.html> - Discusses the anticipated growth of the commerce media sector to $100 billion within five years, as estimated by Boston Consulting Group.
10. <https://www.retailtouchpoints.com/topics/digital-marketing/fanatics-forever-21-belk-join-fluent-commerce-media-network> - Details the over 100 million annual transactions facilitated by Fluent's growing media network and its impact on revenue and consumer experiences.
11. [https://www.quiverquant.com/news/Fluent,+Inc.+Expands+Commerce+Media+Network+with+New+Partnerships,+Reflecting+Strong+Growth+in+Revenue+and+Market+Opportunities](https://www.quiverquant.com/news/Fluent%2C%2BInc.%2BExpands%2BCommerce%2BMedia%2BNetwork%2Bwith%2BNew%2BPartnerships%2C%2BReflecting%2BStrong%2BGrowth%2Bin%2BRevenue%2Band%2BMarket%2BOpportunities) - Emphasizes the role of AI automation and personalized advertising in the retail sector, aligning with evolving consumer expectations.
12. <https://www.retailtouchpoints.com/topics/digital-marketing/fanatics-forever-21-belk-join-fluent-commerce-media-network> - Please view link - unable to able to access data