
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): March 14, 2016

IDI, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

333-158336
(Commission
File Number)

77-0688094
(I.R.S. Employer
Identification No.)

**2650 North Military Trail, Suite 300,
Boca Raton, Florida**
(Address of Principal Executive Offices)

33431
(Zip Code)

561-757-4000
(Registrant's Telephone Number, Including Area Code)

Not Applicable
(Former Name or Former Address, If Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2 (b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4 (c))
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Item 7.01 Regulation FD Disclosure

On March 14, 2016, IDI, Inc., a Delaware corporation (the “Company”) updated its Company presentation and intends to first use it at the 28th Annual ROTH Conference on Monday, March 14, 2016. A copy of the Company presentation is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.**Exhibit****No.****Description**

99.1 IDI, Inc. Company presentation dated March 2016

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

IDI, INC.

Date: March 14, 2016

By: /s/ Derek Dubner

Derek Dubner
Chief Executive Officer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	IDI, Inc. Company presentation dated March 2016



(NYSE MKT: IDI)

Corporate Presentation

March 2016

Forward-looking Statements

This presentation contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements include non-historical statements about our expectations, beliefs or intentions regarding our business, technologies and products, financial condition, strategies or prospects. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: the risks set forth in IDI's most recent Annual Report on 10-K, as may be supplemented or amended by IDI's Quarterly Reports on Form 10-Q, as well as the other factors described in IDI's filings that IDI makes with the SEC from time to time.

You are cautioned not to place undue reliance on these forward-looking statements, which are based on our expectations as of the date of this presentation and speak only as of the date of this presentation. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Company Overview



(NYSE MKT: IDI)

At IDI, we believe that time is your most valuable asset.

Through powerful analytics, we transform data into intelligence, in a fast and efficient manner, so that our clients can spend their time on what matters most – running their organizations with confidence.

Through leading-edge, proprietary technology and a massive data repository, our data and analytical solutions harness the power of data fusion, uncovering the relevance of disparate data points and converting them into comprehensive and insightful views of people, businesses, assets and their interrelationships.

We empower clients across markets and industries to better execute all aspects of their business, from managing risk, conducting investigations, identifying fraud and abuse, and collecting debts, to identifying and acquiring new customers. At IDI, we are dedicated to making the world a safer place, to reducing the cost of doing business, and to enhancing the consumer experience.

Unrivaled clarity. Actionable intelligence.

Deep and Experienced Leadership Teams

Major Shareholder & Vice Chairman of the Board: Phillip Frost, M.D.

Dr. Frost has been the CEO and Chairman of OPKO Health (NYSE: OPK) since March 2007. He served as Chairman of the Board of Teva Pharmaceuticals (NYSE: TEVA) from March 2010 to December 2014, and previously served as Vice Chairman from January 2006, when Teva acquired IVAX Corporation. Dr. Frost had served as Chairman of the Board of Directors and Chief Executive Officer of IVAX since 1987. He was named Chairman of the Board of Ladenburg Thalmann Financial Services Inc. (NYSE MKT: LTS) in July 2006.



Chief Executive Officer: Derek Dubner

For 15 years, Dubner worked closely with the late Hank Asher, the creator of market leaders Seisint and TLO and often referred to as "the father of data fusion". Most recently, Dubner served as general counsel of TLO from inception through the sale of substantially all of the assets to TransUnion in December 2013. Prior roles include vice president and associate group counsel at Equifax, general counsel and chief compliance officer at Naviant (acquired by Equifax) and corporate counsel at Seisint (acquired by Reed Elsevier's LexisNexis).



President and Chief Operating Officer: James Reilly

Reilly has served in an executive management capacity within the data fusion industry for the last six years, with over 15 years of executive experience in data markets. Most recently, Reilly served as an executive with TLO and was responsible for building revenue from start-up to sale. Additionally, Reilly was responsible for all customer facing departments, the company's strategic initiatives, and relationship management of key strategic partners and distributors.



Chief Science Officer: Ole Poulsen

Poulsen was the primary systems architect of leading data fusion products Accurint (now a LexisNexis offering) and TLOxp (now a TransUnion offering). The preeminent expert in this field, Poulsen's experience, expertise and proven technology leadership enables rapid expansion and an advanced delivery platform.



IDI Founder and Executive Chairman: Michael Brauser

An investor and operator in the data fusion industry since its infancy, Brauser has built market-leading companies with revenue totaling over \$2 billion. Additionally, Brauser has founded and led several successful digital marketing companies.



Ryan Schulke – CEO & Co-Founder

Prior to founding Fluent, Schulke headed up Product and Distribution at Clash Media and played an instrumental role in growing its US business. Earlier, he held positions at MediaWhiz Holdings, and Innovation Ads.



Matt Conlin – President & Co-Founder

Prior to founding Fluent, Conlin launched the US division of Clash Media, where he grew and developed a team of more than 30 employees across 2 offices and built a multi-million dollar business.



Sean Cullen – EVP, Product & Technology

Spearheads the development of Fluent's visionary product and technology roadmap, and oversees the execution through the management of the engineering, design, project management, and performance teams. Before Fluent, Cullen worked at Clash Media.



Matt Koncz – EVP, Media & Distribution

Responsible for managing Fluent's proprietary and third-party distribution network. His primary functions are to set and attain volume, spend, and margin targets, and new media discovery efforts. Formerly with Clash Media and Plattform Advertising, where he helped build out their media buying and business development teams.



IDI's Three Tier Approach





(NYSE MKT: IDI)

A data and analytics company providing information solutions within the data fusion industry, delivering otherwise unattainable insight into the ever-expanding universe of consumer- and business-centric data. Through its proprietary linking technology, advanced systems architecture and massive data repository, IDI addresses the rapidly growing need for actionable intelligence to support the risk management industry, including the following primary use cases: due diligence, risk assessment, prevention and detection of fraud and abuse, identity verification, legislative compliance and debt recovery.

Additionally, IDI's cross-functional core systems and processes are designed to deliver products and solutions to the marketing industry and to enable the public and private sectors to layer our solutions over their unique data sets, providing otherwise unattainable insight.



The screenshot displays the idiCORE web application interface. At the top, there are navigation tabs for 'MAN', 'PERSON', 'ASSETS', 'COURTS', and 'BUSINESSES'. The main section is titled 'Person Search' and shows a search result for 'John C. Smith'. The interface includes a search bar, filters, and a detailed report for the selected individual. The report is titled 'Comprehensive Report' and includes sections for 'SURVEILLANCE INFORMATION', 'ADDRESS HISTORY', 'POSSIBLE CRIMINAL RECORDS', and 'POSSIBLE VEHICLES'. The 'SURVEILLANCE INFORMATION' section lists various addresses and dates. The 'ADDRESS HISTORY' section shows a list of past addresses. The 'POSSIBLE CRIMINAL RECORDS' section lists a record from Palm Beach County. The 'POSSIBLE VEHICLES' section lists a 2007 Ford Focus. The interface also includes a sidebar with search filters and a top navigation bar with user information.

 **idiBASIC**™

 **idiVERIFIED**™

 **idiCORE**™

BATCH PROCESSING

Key target industries:



Banking and Financial Services



Insurance



Law Enforcement & Government



Attorneys / Law Firms / Legal Support



Retail



Collection Agencies



Background & Investigative Agencies



Healthcare / Medical

idiCORE MAIN | PERSON | ASSETS | COURTS | BUSINESSES | Feedback
User Profile | Log out

Person Search

100-00-0000
Last Name: SMITH
First Name: JOHN
Date of Birth: [] [] [] [] [] [] [] []
Street Address: [] [] [] [] [] [] [] []
City: BOCA RATON, FL
State: FL, Zip: [] [] [] []

27 results

Indicators	SSN	Name	DOB (MM/DD/YYYY)	Address	Phone
D	123-45-6789	JOHN A SMITH	12/02/1954 (M)	29 VILLE FRANCOISE, DANA POINT, CA, 92629 (06/2014-06/2014) 29 VILLE FRANCOISE, MONARCH BEACH, CA, 92629-4020 (05/2014-05/2014) 2912 INDIANBUSH WAY, NAPLES, FL, 34105-3007 (10/2013-10/2013) 1221 SE ELLISWORTH RD APT 26, VANCOUVER, WA, 98684 (03/2013-03/2013) PO BOX 82189, PORTLAND, OR, 97282-0189 (07/2011-07/2011)	
B	234-56-7890	JOHN C SMITH	09/13/1962 (M)	665 ADAMS ST, CHICAGO, IL, 1500 FEDERAL HWY, APT F, 106 S AMERY WAY, WEST FN, 3222 SE 15TH ST, POMPANO, 414 W LAKE RD, FORT LAUD, 8787 SILVER VIEW PL, BOG, 4844 GARILL PLURY, BALTIM, 8022 BAY LEAF CT, BALTIM, 94 8TH CIR, BALTIMORE, 100 CURMILLER DR, CHICAG, 4887 MARTIN ST, CHICAGO,	
D	987-65-4321	TOM J SMITH <small>Other Name(s) / Alias(es): SCOTT J SMITH JOHN TOM SMITH TOM JOHN SMITH</small>	02/02/1957 (M)	1841 S HOYLAKR TER, LEGA, 5495 S SUNCOAST BLVD, HO, 4776 E SHEA BLVD STE B34, 57E 4 6022 N FEDERAL HWY, 572 FERNSWOOD LN, FABLES,	

Date: 01/01/2015
Reference ID: Sample01313

Run By: XYZ Investigative Corp
User: John Doe Researcher

SUBJECT INFORMATION

Name: Jane Doe
Date of Birth: 04/XX/1958
SSN: XXX-XX-1234
Last Seen Date: 03/15/2015

INDICATORS

Criminal History: YES
Bankruptcies: YES
Liens/Judgments: No
Property: YES

ADDRESS HISTORY


7100 Silver Way Pl, Lake Worth, FL 33465 (04/01/13-CURRENT)
123 MAIN WAY APT 306, HYPOLUXO, FL 33462-6083 (04/24/2012-07/24/2012)
2452 EAGLE POINT LN, DELRAY BEACH, FL 33446-3482 (08/05/1997-01/06/2011)
555 WASHINGTON ST, BOCA RATON, FL 33487-4180 (09/15/2003-04/06/2008)

POSSIBLE PHONES

(561) 555-1111
(561) 555-2222
(305) 444-0000
(954) 333-7777

POSSIBLE CRIMINAL RECORDS


Filed: 01/01/2013
Offense: Assault
Crime County: PALM BEACH
Counts: 1
Case Type: FELONY
Court: PALM BEACH MUNICIPAL COURT
Disposition: GUILTY



MOTOR VEHICLES


Make: FORD
Model: F150
Year: 2007
VIN: 1AAAA1A9AA5555

Registrant: Jane Doe
Address: 2452 Eagle Point, Delray Beach, FL
Lien Holder: WELLS FARGO BANK
Plate: XYZ 123



- Next-generation search and fusion technology
- Machine learning-driven matching and processing
- Advanced linking algorithms
- Massive data repository; continually updated and expanded
- Cloud-based architecture

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8 



An industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Fluent's proprietary audience data and robust ad-serving technology enables marketers to acquire their best customers, with precision, at a massive scale. Leveraging compelling content, 1st-party data, and real-time survey interaction with consumers, Fluent has helped marketers acquire millions of new customers since its inception.

**People vs.
Pixels**

**Unique first-party
data assets**

**Performance-
based platform**

Fluont – Facilitates People-Based Marketing Across All Channels & Devices



Fluont – Unique First-Party Data Asset Fuels Precise Targeting & Customer Acquisition

- 500K Survey Respondents per day
- 5.5 MM Unique Survey Responses per day

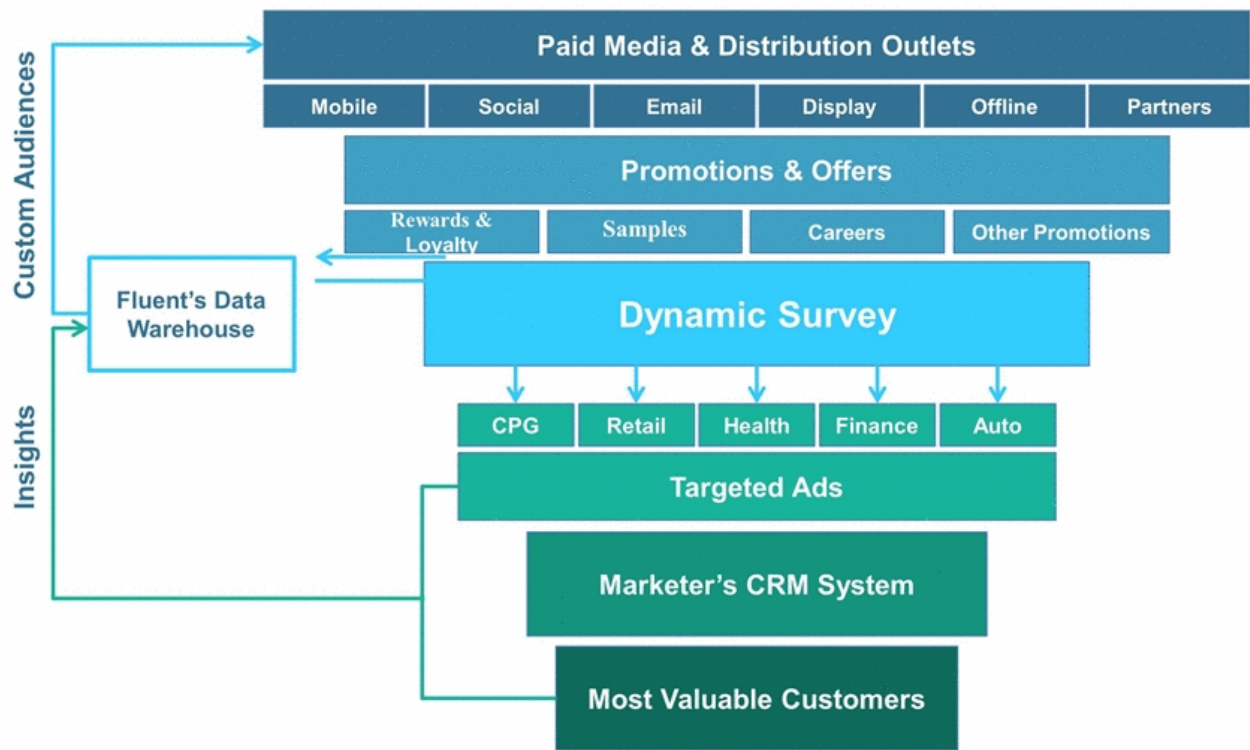


- Database of ~120MM US adults with detailed profiles*



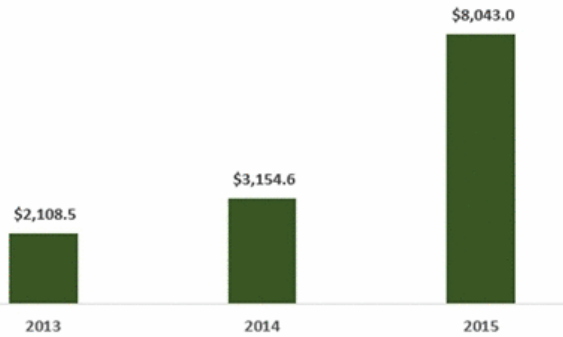
*defined by unique email address

Fluent – Product Flow

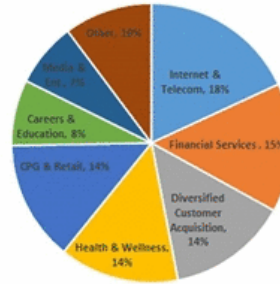


Fluent – Performance Model Increases Customer Retention & Spend

Average Revenue per Top 10 Client (\$000s)

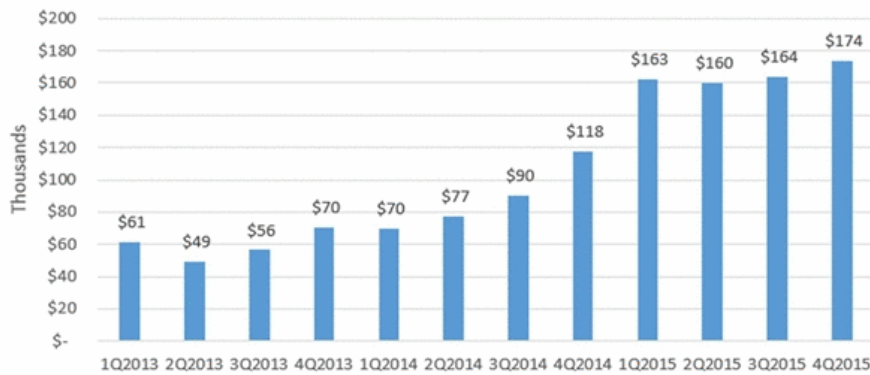


Ad Revenue by Vertical (2015)



• Fluent's platform is used by marketers in every major B2C vertical.

Average Revenue per Advertiser Quarterly

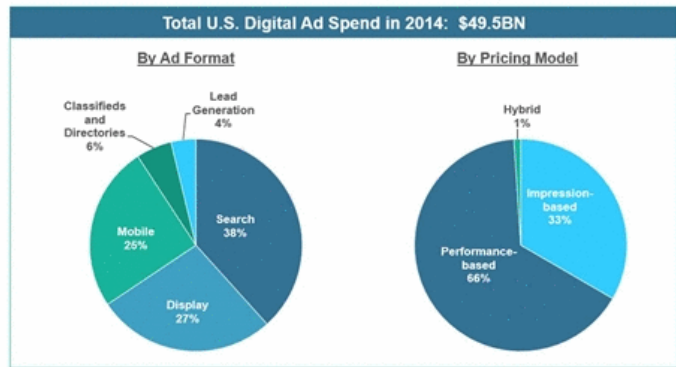


Client Retention rate

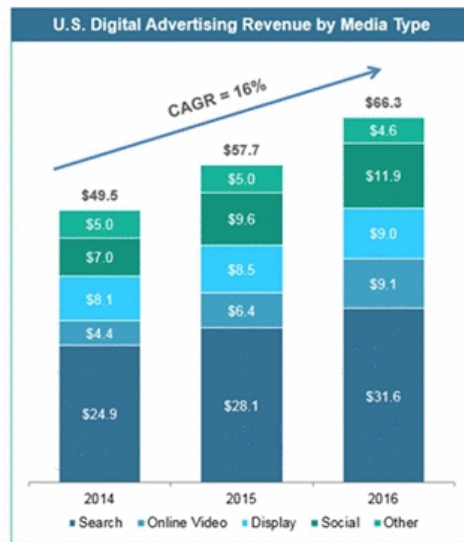
~90%

Fluont – Large Market Opportunity

- Fluent operates in the massive, \$49.5BN US marketplace (2014) for digital advertising
- Within that, performance-based marketing represents a \$32.4BN marketplace



Robust Growth in Digital Ad Spending



- Total U.S. digital advertising spend is expected to grow at 16% CAGR from 2014 to 2016, reaching \$66.3BN
- Spend on mobile advertising is expected to grow at a 48% CAGR from \$12.5BN in 2014 to \$27.3BN in 2016
- According to Ad Age, digital marketing is expected to overtake television advertising in 2016

Sources: IAB Internet Advertising Revenue Report 4/15; MAGNA GLOBAL, Forecasts Global Advertising Report 6/15

Flu^ont – Additional Platform Highlights

	Flu ^o nt	Competitors
Targeting	Based on consumer behavior and declared first-party data	Based on contextual relevance of publisher & past publisher performance
Data	First-party data warehouse with over 120MM+ owned records; 500k new registrants per day	Limited to unowned, third-party data
Mobile	80% of traffic comes from mobile	Platforms are not mobile-first
Optimization	Based on individual consumer performance and look-alike modeling	Based on publisher source-level performance
Digital Media	Ads served on owned/operated media, enabling massive scale and quality control	Rely on third-party media, reducing quality and volume
Content	Designed to elicit commercial response	Designed to entertain
Pricing Model	Works on any and all performance ad models	Exclusively offer either CPA, CPL, CPI, CPC, or CPS

Proprietary Technology

Platform enables Fluent to control the entire data collection and ad-serving process for the consumers that visit Fluent's products

- **Ad Server** – displays "Ad Pages" and determines whether a user is a returning user in order to avoid serving duplicate advertisements.
- **Mobile-First Architecture** – 80% of consumers browse Fluent's products using mobile devices. The entire consumer experience is created first for mobile and optimized in regards to creative.
- **Real-time Adjustment** – platform enables Fluent to target, suppress, and adjust ad serving logic in real-time based on a consumer's device, survey responses, age, gender, geo-location, the date, the time, and how he/she engages with advertisements.
- **Question Selector** - determines which survey pages to display and the order using the meta data, registration data, traffic source and product, etc.
- **Offer Matching Module** – filters and matches a valid survey to specific offers.
- **Retargeting Pixel Module** – places one or more cookies on the user's browser.

Fluent's 3rd-Party Software and Integrations

Record Delivery



Validation

Credit bureau and other verification/validation entities

Retargeting

Major search engine, social media and digital marketing platforms

Fluent – Case Study / Brands Served

“Fluent’s precise targeting and unique ability to pre-qualify consumers before serving ads to them enabled us to better engage with our most valuable customers at scale.”



Bjorn Leivgold
Director of CRM, Loyalty & Payments Marketing

BACKGROUND

- Western Union—one of the largest money-transfer companies in the world—needed to raise awareness of its service offerings.
- Wanted to grow its list of email subscribers for their CRM programs.
- Prior to working with Fluent, engagement amongst new customers acquired with third party vendors was low.

CAMPAIGN

- Fluent delivered targeted content via display ads to consumers who explicitly stated that they had utilized money transfer services in the past.
- Fluent’s lookalike modeling and optimization technology was applied to ramp up volume by identifying and targeting consumers that most resembled their best customers and were most likely to utilize US services.

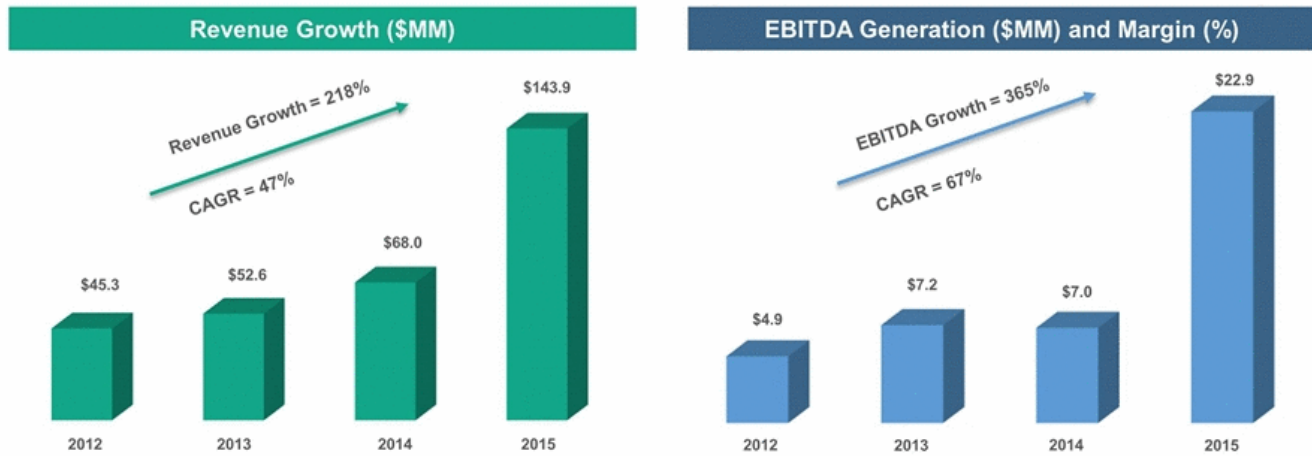
RESULTS

- 8X improvement in open rates and engagement compared to previous efforts.
- Ongoing growth of 15X in these key metrics in the first four months.
- Western Union is now expanding its program and including additional advertising effort for their US outbound to Central and South American business.

Just a few examples of the over 500 brands served by Fluent:



Fluont – Exceptional Financial Performance



- Revenue and EBITDA for 2015 (unaudited) of \$143.9 million and \$22.9 million, representing growth of 112% and 229%, respectively, compared to FY 2014
- Growth driven by increased yield and scaled media buys with multiple partners and platforms
 - Future growth driven by increasing percentage of media spend allocated to high growth potential platforms (Google, Facebook, Millennial, etc.)
- 47% Revenue CAGR to date
- EBITDA margin of 16%; Low CapEx
- EBITDA to Free Cash Flow conversion of 98% (TTM EBITDA less CapEx)

Fluent – Growth Opportunities

Opportunity	Description
Product: Custom Audiences	Leverage Fluent's uniquely recent and freshly modeled data to fuel ad targeting across the web
Product: Market Research	Monetize Fluent's proprietary survey module by gathering consumer insights for B2C brands and marketing service providers. Surveys can be utilized for internal product strategy development as well as for external thought leadership (white papers, etc.)
Product: CRM (paid)	Accelerate build out of Fluent's competency in leveraging paid media to retarget its users and drive greater CLV (e.g., Google, Facebook, Search, Display, Mobile, Programmatic, etc.)
Product: CRM (owned)	Develop robust strategy and products designed to retarget Fluent's users and drive greater CLV leveraging owned, higher-margin channels – email, push, SMS, call center
Further Development of Retargeting Products	Develop a more comprehensive segmentation of consumers in order to create ongoing, omni-channel marketing strategies 10-20% of Fluent's current audience can be addressed with these strategies, dramatically growing the annual revenue generated on these consumers
Sales Team and Geographic Expansion	A built out sales capability will enable Fluent to work with more direct advertisers, target specific industry verticals, such as CPG, realize margin upside, and ultimately expand beyond the U.S.
Acquisitions of Smaller Competitors and Niche Players	Fluent has identified a number of potential "bolt-on" acquisitions that could further augment its media and marketing strategy

Big Data Fusion & Analytics

IDI's core competency is big data fusion and data analytics. There exists significant opportunity to overlay IDI technology, using machine learning to analyze, identify and segment advertisers' customer data for modeling against Fluent's massive consumer database.

Cloud-based Infrastructure

IDI's secure cloud-based infrastructure is designed for the storage and rapid processing of massive datasets within an ultra-secure environment. By utilizing such an environment, Fluent is expected to have the ability to scale data assets far beyond current capabilities.

Greater Consumer Insight - Marketing

Insight from IDI's substantial repository of public and proprietary records is expected to enable Fluent to build more robust consumer profiles, which would result in a significant increase in monetization opportunity per record.

Greater Subject Insight - Risk

IDI's risk management platform for due diligence, risk assessment, prevention and detection of fraud an abuse, and identity verification is expected to be able to glean greater insight on subjects from a risk perspective by integrating aspects of Fluent's unique, first-party consumer profiles.

Additional Product Opportunities







The marriage of IDI technology creates opportunity for Fluent to deploy additional data access channels and marketing products to its customers. Examples: Utilization of IDI's technology platform to deliver real-time data analytics to advertisers via an online interface; real-time triggers prompting marketing calls-to-action.

Top cases for pursuing Big Data or Advanced Analytics projects:

Source: Big Data and Advanced Analytics Survey 2015, Volume I by Evans Data Corporation



Strengths

Capturing more information than with traditional database practices (60%)	
Capture and analyze unstructured data (21.1%)	
Potential for visualizing or analyzing data differently (20.7%)	
Update more frequently (16.2%)	
Integrate different data sources (14.2%)	
Manage huge data assets (5.2%)	



– Competitors

RELX (formerly Reed Elsevier (LexisNexis)) (Accurint®) (NYSE: RELX)	Market Cap: \$19.8B*
Thomson Reuters (Clear®) (NYSE: TRI)	Market Cap: \$28.4B*
TransUnion (TLOxp®) (NYSE: TRU)	Market Cap: \$4.6B*
Palantir	Approx. \$20B valuation
Alliance Data Systems (NYSE: ADS)	Market Cap: \$12.3B*
Acxiom Corp (NASDAQ: ACXM)	Market Cap: \$1.6B*
Criteo (NASDAQ: CRTO)	Market Cap: \$2.2B*

*as of 3/11/16



–Stock Information

Ticker	NYSE MKT: IDI
Market Capitalization	\$211.4 Million ⁽¹⁾
Shares Outstanding	39.2 Million ⁽¹⁾
Stock Price	\$5.39 ⁽¹⁾
Analyst Coverage	James McIlree – Chardan Capital Markets

⁽¹⁾As of March 10, 2016