



Audience Accelerator offers publishers and networks a turnkey solution to increase revenue by scaling their unique proprietary audiences.

Working with Rocket Fuel

Rocket Fuel provides full service account management for its Audience Accelerator clients including:

- on-boarding for new clients
- training for sales teams
- strategic positioning in the marketplace
- detailed audience information for responses to RFP's
- turnkey campaign deployment
- ongoing campaign consultation

Contact us to get started today:

650.517.8813
bizdev@rocketfuel.com

Industry-Leading Technology and Customer Service

Whether you need to add scale to fulfill larger ad buys or respond to audience targeting requests, Audience Accelerator can help. We give you the ability to instantly scale and add audience targeting capabilities to your sales offerings. Our proprietary optimization technology utilizes dozens of online and offline data providers to provide targeted audience modeling and reach extension on IAB certified brand-safe inventory across all the major exchanges and publishers in the Rocket Fuel Network.

Instantly Add Enormous Scale

Audience Accelerator enables you to fulfill 100% of nearly any size ad budget – ***you'll never turn down an RFP or insertion order due to inventory or targeting limitations again.*** We scale performing inventory in real-time so you can respond to nearly any size RFP, including very short time-frames (burst) and small niche-audience requests. Audience Accelerator is simply the most efficient and cost effective way to add performance and scale – without the time and cost of building and managing your own publisher network.

Launch, Learn & Scale Approach Delivers High-Composition Audiences



Rocket Fuel Audience Accelerator tracks every impression and continuously learns what works in order to tailor each campaign's audience in real-time, and then scales the campaign by combining all available data to create a high-performance composite audience segment.

How Rocket Fuel Works

Rocket Fuel goes beyond behavioral, contextual or geo-targeting by combining intelligent demographic, lifestyle, purchase intent, and social data with its own suite of targeting algorithms, blended analytics and expert analysis. Rocket Fuel's technology identifies audiences across any media and targets them in brand-safe environments. It drives higher performance for advertisers by turning untargeted media into high-performance impressions and valuable qualified segments.

Custom Audiences Built from Your Data

Audience Accelerator's platform takes your data and models **your audiences at scale**, creating proprietary inventory for your sales team to offer to advertisers. Our platform leverages more than two-dozen data partners who provide access to over ten thousand unique data segments about users online. Audience Accelerator's platform layers all of this third party data, as well as your unique audience data, to build campaign-specific audience models that are optimized based on each advertiser's specific goals.

This data includes demographic or psychographic characteristics, social behavior, in-market transactional activity, lifestyles, and purchase-based data in industry verticals such as consumer packaged goods, automotive, travel, retail and pharmaceuticals. We can even leverage certain types of offline data including Nielsen PRIZM segments, Nielsen Homescan panel activity, insurance claims and more.

If You Can Measure It, We Can Optimize It

For **brand advertisers**, we can leverage data to get mass reach and drive lift in upper & mid funnel metrics (awareness, consideration, purchase intent, etc). For **direct response advertisers**, we can leverage data to drive lower funnel metrics (leads, sales, sign ups, registrations, etc).

Types of actionable data include:

- Demographics
- Interests
- Product/brand affinities
- Social
- Past Purchases
- In-market (search intent & other)
- Lifestyles (social, purchases, etc.)
- Psychographics
- Context
- Product/brand preferences (purchases)
- User Activity
(online actions, frequency, browsing behavior, recency)

Comprehensive Brand Safety Defends Against Inappropriate Content

Rocket Fuel's **Real-Time Brand Safety Shield** uses multiple levels of defense against showing ads on inappropriate content. Rocket Fuel's proprietary tools filter out impressions from unsafe URLs in real time, and analyze sites where impressions are served to comply with each campaign's requirements. Our technology is integrated with leading brand safety tools from industry leaders like AdSafe, DoubleVerify, Peer39, Adxpose and Proxemic to guarantee quality reach for your campaign.

Insight Reporting Helps Target the Right Consumers

Audience Accelerator offers **custom analyses** to identify the key drivers of a campaign's success – content, creative, demographics, geography and more. These insights improve future online and offline marketing and creative development. Advertisers will understand what's working and why, and what's not working – to get smarter, faster. Advertisers also get insights on consumer profile characteristics as they relate to their brand.

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