

# Audience Booster



There's an enormous amount of really good data that's available to help make finding the consumers that matter to your brand much easier and less costly – the trick is having the horsepower to harness, analyze and act on it.

Before the arrival of online data, the adage was “content is king” in the world of online advertising. Advertisers relied solely on content sites as the methodology for reaching their audience online because that was traditionally how offline media had been bought. But that approach tended to yield low precision and reach of their target audience. Now, with more and more online data readily available, advertisers can be much more efficient in reaching their target audience. **Audience Booster™** delivers high precision target audiences with high reach across the Web by focusing on the data that matters – the data that works.

Online data has evolved from simply providing insights like browsing activity, shopping cart info, sign ups, etc. into an incredible selection of **more than 20,000 unique audience segments**. Advertisers can even leverage offline purchase and consumption data for their online campaigns. This shift unlocks a whole new world of measurability and results.

## Launch, Learn & Scale Approach Delivers High-Composition Audiences with High Reach

*Rocket Fuel tracks every impression and continuously learns from what works – each campaign is tailored and scaled in real-time combining all available data to create a high-performance composite audience segment.*

### 1 Create Designer Audiences

*Campaign-specific audience models and data-driven designer segments based on each client's goals.*



### 2 Deliver Ad Impressions

*Launch campaign ads & optimize delivery to improve the incremental lift in desired metrics in real-time.*



### 4 Intelligently Scale

*Continuously scale campaign against user segments with high lift.*



### 3 Auto-Optimize

*Adapt models to focus on user segments with highest lift in desired metrics.*



## HOW IT WORKS

Audience Booster goes beyond behavioral, contextual or geo-targeting by combining intelligent demographic, lifestyle, purchase intent, and social data with our own suite of targeting algorithms, blended analytics and expert analysis. Audience Booster finds your audience across any online media whether premium or user-generated. It turns untargeted media into high-performance brand-safe experiences. And it drives higher performance for advertisers by turning untargeted media into high-performance impressions and valuable qualified segments.

## SELECT TARGETING STRATEGIES

We can zero-in on your audience based on age, gender, profession, and ethnicity; people actively in purchasing mode; users engaged in highly targeted activities that define their interests and personalities; and people with affinity to your audience.

### Target Audience

- Brand campaigns
- Larger volumes
- Horizontal focus



Demographics



Social



Social Psychographics



Bizographics



Lifestyle



Behavioral



Interests

### In-Market Audience

- DR campaigns
- Smaller volumes
- Vertical focus



Auto



Financial Services



Education



Search



Retail



Travel



Medical

Rocket Fuel offers more than **20,000 unique audience segments**, including:

For **brand advertisers**, Audience Booster can leverage data to get mass reach, impact, drive lift in upper & mid-funnel metrics – awareness, consideration, purchase intent, and more.

For **direct response advertisers**, Audience Booster can leverage data to drive lower-funnel metrics – leads, sales, sign ups, registrations, and more.

Types of available data include:

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

**Soccer Moms** – care for school age children, prioritize spending time with family, and seek value, quality, price and convenience when shopping for grocery products.



- Primary grocery decision makers, coupon clip & bargain hunt
- Frequently buy children's products & home goods
- Enjoy entertaining at home & cooking for her family
- Interested in parenting, cooking & home decorating

**Moms-On-the-Go** – are career-oriented and thrive on time-saving products that allow them to spend more time with family.



- Socially active & Web savvy
- Enjoy dining at family restaurants & steakhouses
- Frequently buy quick-fix meals & time-saving products
- Altruistic, responsible & creative psychographics

**Caregivers** – are primary caretakers for a child or senior parent.



- Generally female
- Frequently buy health & wellness, senior and children's products
- Interested in online forums, health & medical content
- Altruistic, responsible & caring psychographics

**Gadget Geeks** – are early technology adopters who are passionate about gadgets and sharing their advice/expertise with friends.



- Passionate about technology & gadgets
- Enjoy sharing tech expertise with family & friends
- Prioritize quality & brand when shopping
- Interested in researching & buying the newest gadgets

**Fashionistas** – love to shop and is on the cutting edge of style and trends.



- Frequently buys luxury brand products
- Interested in the latest trends & fashion
- Enjoy shopping/browsing for products online & offline

**Do-It-Yourselfers** – thrive on home & garden improvement projects.



- Frequently visit home improvement stores
- Frequently buy tools, home renovation & home furnishing products
- Enjoy fixing/building projects in the home & garden

**Leisure Travelers** – live to travel for pleasure and frequently hunt for travel deals.



- Passionate about travel & travel deals
- Frequent Fliers
- Enjoy researching about travel online

**Value Shoppers** – are budget-conscious shoppers seeking value and quality.



- Research online for deals & coupons
- Interested in sweepstakes & contests
- Primary grocery decision maker, coupon clips & bargain hunts

**Luxury Auto Buyers** – are people with high household incomes in-market for luxury vehicles.



- High Net Worth & Household Income of \$75K+
- Research online before purchasing a vehicle
- Frequently buy luxury products
- Interested in luxury sports, media & technology
- Self-starter, leadership & responsibility psychographics

**Small Business Owners** – are owners or decision makers at small businesses.



- Business decision makers
- Have travel rewards card or small business credit card & AAA member
- Frequently travel for business & frequent fliers
- Enjoy reading business, finance & investing news

**Business Decision Makers** – are C-Suite executives or managers at businesses.



- High net worth & HHI of \$100K+
- C-Suite executive, management or consultant
- Have college or graduate school education
- Frequently travel for business & frequent fliers
- Enjoy luxury lifestyle & own luxury vehicles

**Green & Eco-Friendlies** – believe in recycling and buying green and eco-friendly products to create a more sustainable future.



- Socially conscious & politically active
- Healthy & fit lifestyle
- Recycle/buy eco-friendly, organic & natural foods
- Interested in keeping up with environmental news
- Optimistic, responsible & altruistic psychographics

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