

FOR IMMEDIATE RELEASE

Rocket Fuel Solves the Click-through Problem for Branders

Rocket Fuel launches its Brand Booster Suite to deliver better results against marketers' brand goals in real-time throughout the marketing funnel

Redwood Shores, CA (October 12, 2010) – [Rocket Fuel Inc.](#), the company bringing rocket science to display advertising, today launched its Brand Booster™ Suite to run, manage and optimize digital campaigns based on an advertiser's desired brand and audience metrics. For the first time, brand advertisers can optimize to the metrics they care about, and see improved results in real-time as the campaign is running. Brand Booster can be used at every phase of the consumer purchase cycle, from driving awareness through increasing consideration to stimulating purchase.

Many brand advertisers have been slow to increase ad spend online because the accountability and metrics they care about weren't adequately actionable on the Web. Traditional metrics such as brand awareness, message association, consideration, or purchase intent, while measurable online, have been hard to make actionable. Publishers have offered measurement and optimization based on metrics like click-through, unique visitors, ad impressions, or conversion, but all have had limited value and relevance for brand marketers.

"Brand advertisers shouldn't have to measure success by bolting on old-school Web metrics to their online campaigns. For example, optimizing to clicks really makes no sense, when 8% of all Internet users account for 85% of all clicks," said Richard Frankel, president of Rocket Fuel Inc. "Branders want to reach their target audiences at scale with high composition, and see improvement against the right metrics – awareness, consideration, or purchase intent – and they want to see it today, not next quarter or next year. It's time for digital to deliver on the promise of better results right now for brand marketers. Brand Booster is the first comprehensive digital program that does that."

Brand Booster finally delivers on the Internet's promise of precision, scale, accountability and speed of improvement for brand campaigns. It offers advertisers a better way to run successful campaigns – by tracking brand metrics and equity elements in real-time and measuring the composition of the audience seeing an advertiser's ads, and then using these metrics to immediately improve results. Brand Booster makes it easier for marketers to get great results by automating much of the manual labor of campaign tuning.

As Rocket Fuel continues to develop its platform to incorporate video, mobile, and social amplification offerings, brand marketers will be able to further leverage Brand Booster to improve audience engagement and business results.

Designer Audiences

Brand Booster layers data from more than 20 partners, as well as Rocket Fuel's proprietary data store, to build campaign-specific audience models optimized based on each client's specific campaign goals. This data includes demographic or psychographic characteristics, social behavior, in-market transactional activity, or lifestyles, and, when relevant, purchase-based data in industry verticals such as consumer packaged goods, automotive, travel, retail or pharmaceuticals.

Exclusive Real-Time Brand Optimization

Brand Booster delivers display ad optimization based on brand perception and audience characteristics – allowing advertisers to measure, track and see improvement in brand metrics as the campaign runs. Industry standard in-banner surveys benchmark lift in the associated brand attributes being measured. Surveys are built to test target effectiveness (Are we reaching the right audience?) or ad effectiveness (e.g. Are we increasing awareness of our brand?). Whatever a brander wants to measure, Rocket Fuel can measure it – including brand emphasis metrics (awareness, recall, message association, purchase consideration, favorability, recommendation, intent and more), or audience metrics (demographics, interests, in-market, lifestyles, etc). Rocket Fuel determines the characteristics of those most likely to exhibit the brand responses or audience characteristics desired by the advertiser. The platform then automatically optimizes campaign targeting based on the desired brand and audience metrics.

Offline Sales Metrics

Brand Booster is integrated with The Nielsen Company's NetEffect, which allows advertisers to measure the impact of their online campaign on offline purchases for products tracked within Nielsen's Homescan® Consumer Panel. Nielsen also provides insight into audience demographics, which can then be used to refine audience models for future campaigns.

Audience "Look-alikes"

Brand Booster leverages all of Rocket Fuel's data to better focus on valuable customers most likely to achieve an advertiser's objectives. Once Brand Booster understands what works best, it can use this knowledge to find more people who fit the target. Leveraging the Rocket Fuel Platform, Brand Booster builds audience models targeting consumers with relevant audience affinities and can thus provide the scale for campaigns that advertisers demand.

Brand Safety

Brand Booster provides comprehensive brand safety using 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. It is also integrated with leading brand safety tools from industry leader AdSafe to guarantee quality.

Audience Verification

Brand Booster offers advertisers the ability to leverage comScore AdEffx™ to accurately account for ad delivery against intended target audiences. This ensures that the right audience was actually reached and that the engaged audience profile matches the intended audience.

Insight Reporting

Rocket Fuel offers analyses that 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.

About Rocket Fuel Inc.

Rocket Fuel Inc. is the company bringing rocket science to digital advertising. With its advanced technology, the company is helping marketers reach their brand goals quickly and easily, anywhere in the purchase funnel. Over 150 million people a month see ads from its Rocket Fuel Network, which combines behavioral, contextual, geographic, demographic, and many other techniques to yield results far more powerful than any method could on its own. Rocket Fuel automatically adapts advertisers' campaigns in real-time to optimize towards their goals – whether brand-oriented or performance driven. If you can measure it, Rocket Fuel can optimize it. The Silicon Valley-based company was

founded by veterans from NASA, Yahoo! and DoubleClick. Rocket Fuel was named Best Startup of 2010 by the San Francisco Business Times. For more information visit www.rocketfuel.com.

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