

“Rocket Fuel’s technology-driven platform has the ability to track brand metrics in-flight and progressively optimize campaigns for maximum brand impact in real time”

INDUSTRY
Retail

PRODUCTS USED
Audience Booster, Real-Time Brand Optimization

ADVERTISER



Ace Hardware is the largest retailer-owned cooperative and leader in the convenience segment of the hardware industry in terms of wholesale and retail sales and strength of the brand. Ace has 4,600 stores in all 50 states and more than 60 countries.

AGENCY



Horizon Media is the largest independent media services company. Their mission is to create the most meaningful brand connections within the lives of people everywhere.

OBJECTIVES Find a media partner who can:

- Reach “New Movers” with high audience volume
- Drive top of mind awareness & engagement with target audience

AUDIENCE Adults 25-54:

- Pre-movers: users who will move in the next 90-days
- Post-movers: users who have moved in the past 90-days

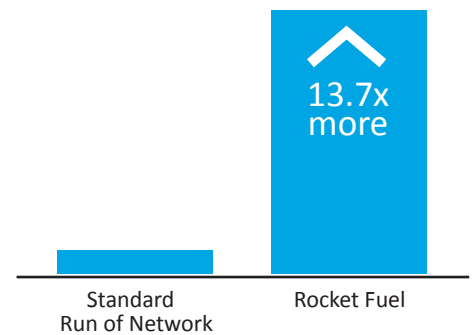
CAMPAIGN METHODOLOGY Leverage *real-time surveys* for in-flight progressive optimization to maximize audience volume.

RESULTS Delivered highest “New Mover” audience volume with a **13.7x over index**:

- #1 media partner to drive efficient Web site engagement

In-flight Progressive Optimization™ improved audience volume to 13.7x over index

Propensity to be a “New Mover”



“The decision to include Rocket Fuel in our campaign resulted in solid success against conversions, efficiency and reach of a qualified audience.”

Jason Smith
Associate Digital Account Director, Horizon Media