

ROCKET FUEL DRIVES BRAND AWARENESS & GETS BROOKS® SPORTS SALES RUNNING.

ADVERTISER



AGENCY



“Rocket Fuel is quickly becoming a trusted partner that is integral to our digital advertising success by effectively and efficiently reaching our target audience and delivering against our goals for both brand and DR campaigns.”

Meredith Han
 Director of Online Marketing
 Brooks Sports Inc.



OBJECTIVE

- Drive top of mind awareness & engagement with target audience of “core runners”
- Leverage top-of the-funnel metrics to increase online purchases through the Brooks web site
- Reach runners cost effectively and at scale beyond the usual suspect digital media buys and remarketing tactics

CAMPAIGN METHODOLOGY

Leverage real-time surveys for in-flight Progressive Optimization to drive top of mind awareness and engagement among runners

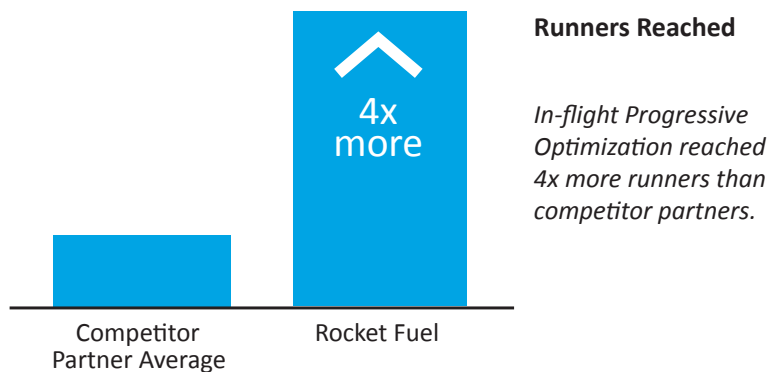
PRODUCTS USED

Rocket Fuel Connect, Real-Time Brand Optimization

RESULTS

The brand campaign hit every key audience metric and even drove enough direct sales to pay for itself.

- Reached over **16MM runners** cost effectively and at scale
- Reached **4x more runners** for the same dollar amount spend as previous media partners
- Drove over **93,000** unique web site visits
- Sold more than **1,000+ shoes** from the Brooks Sports web site
- Gained **unique audience insights** to leverage for future marketing efforts –
 – Terms like “kids” and “PGA” had positive content association for this campaign’s objectives. Terms such as “China” and “games” proved to have negative content association



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Rocket Fuel is bringing rocket science to digital advertising. We work with 8 of the top 10 Interbrand Best Global Brands and 8 of the top 10 AdAge Largest Advertisers. Find out what our FusionEngineSM technology can do for your brand.