

“Brand awareness isn’t about mass message spamming – it’s about reaching the best audiences – qualified buyers and influencers who will notice, pay attention, and internalize our message. Rocket Fuel has a better way to reach, measure and tune campaigns to our brand metrics.”

INDUSTRY

Consumer Packaged Goods

PRODUCTS USED

Brand Booster, Audience Booster, Retargeting Booster

ADVERTISER A Fortune 500 American multinational corporation that manufactures a wide range of consumer goods and some of the most recognizable CPG brands in the world.

AGENCY One of the leading, full-service media specialist companies offering brand-building results and business solutions for their marketing partners.

NEED Find media partner with premium brand-safe inventory to help drive awareness and engagement with leading CPG brand – and reach the right users efficiently.

OBJECTIVES **Boost brand awareness and engagement:**

- Drive top of mind awareness
- Drive engagement with the client’s brand

AUDIENCE **Purposeful women:** between the ages of 35-54

CAMPAIGN Brand-safe display media (CPM) leveraging demographic, lifestyle and interest data – 8-week duration

ENGAGEMENT ACTIONS

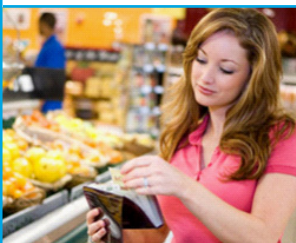
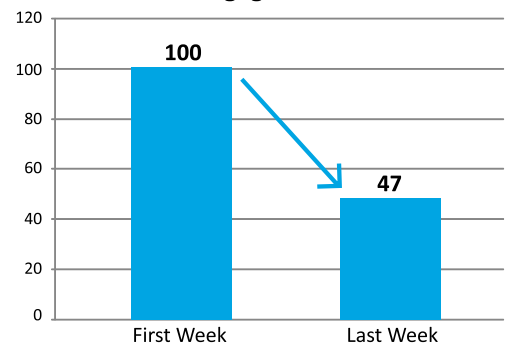
- Ad interactions
- Website activity
- Coupon downloads
- Other interactions

RESULTS **Reached target audience with high precision:**

- In-flight progressive optimization to increase brand engagement by over 55%
- Generated lift of over 7% for unaided message awareness

In-flight Progressive Optimization improved cost of engagement by over 53%

Normalized Engagement eCPA



“We shouldn’t have to measure success by bolting on old-school Web metrics to our online campaigns – or settle on click-through rates or other proxy metrics to understand if we were reaching the best audience. Rocket Fuel drove our campaigns to maximize brand impact.”