

## ROCKET FUEL BOOSTS BRAND ENGAGEMENT AND DRIVES SALES FOR MAJOR LUXURY FASHION BRAND.

### ADVERTISER

Luxury fashion brand best known for their signature leather goods.

### AGENCY



Morpheus Media

*“Rocket Fuel delivers a unique blend of digital media technology and service backed by a sophisticated team of data analysts and a relentless commitment to the success of our clients. We have been very pleased with the performance we’ve seen for our luxury brand campaigns.”*

**Ellie Nave**  
Senior Account Strategist  
Morpheus Media



### OBJECTIVE

Find technology driven media partner to help boost women’s and men’s fashion sales, by building a custom fashion segment tailored to specific campaign objectives.

- Boost online sales for fashion apparel, and accessories
- Drive traffic to client’s branded online store
- Meet aggressive ROI goal
- Build brand engagement and affinity

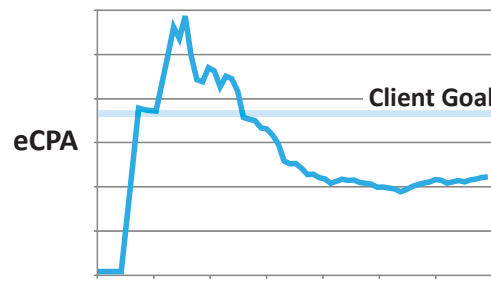
### PRODUCTS USED

Audience Booster, Retargeting Booster, Fashion Booster

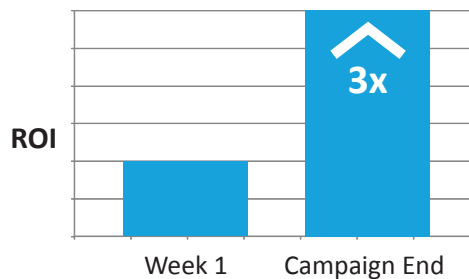
### RESULTS

Exceeded goals and improved throughout campaign:

- Delivered eCPA that was **61% less** than the client’s goal.
- Continuously improved ROI during the campaign – resulting in more than **3x improvement** over the run of the campaign.



*In-flight Progressive Optimization™ beat eCPA goal by 67% and improved ROI by over 3x*



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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 FusionEngine technology can do for your brand.