

“Rocket Fuel lived up to its name and delivered exceptional results. We were amazed to see a 5X improvement in campaign performance.”

INDUSTRY

Consumer Electronics

PRODUCTS USED

Audience Booster, Retargeting Booster

ADVERTISER Global Name-Brand Consumer Electronics Manufacturer

AGENCY Major New York Media Agency

NEED Find innovative exceptional-value media partner to help drive HDTV sales in the Q4 shopping season.

OBJECTIVES Drive holiday traffic to client’s website
Boost brand awareness, engagement and preference for HDTV products

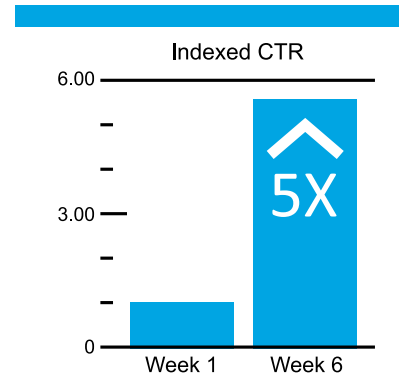
AUDIENCE Holiday shoppers, ages 35-44

CAMPAIGN Display media with emphasis on CTR

APPROACH Focus on desirable audience characteristics versus impressions

- Our Progressive Optimization resulted in amazing campaign performance
- Our “advanced audience screening” and “dynamic profiling” helped boost results

- RESULTS** Top performing media partner for the campaign
- Turned quantitative learning into actionable improvements to drive performance
 - Broad reach to audiences that mattered – high performance at high volume
 - \$2.38 CPC
 - **Ramped overall CTR by nearly 5x**



“Rocket Fuel was our best performing partner on our key metrics. We actually increased our buy to take advantage of the media value being delivered.”