

FOR IMMEDIATE RELEASE

Rocket Fuel Preps Advertisers for the Holiday with Solution that Maximizes Effective Share of Voice to Capitalize on Holiday Shopping Trends

Holiday Shopping Booster Maximizes Online Campaign Performance and Sales by Targeting In-Market Shoppers Based on Holiday-Influenced Purchasing Attributes

Redwood Shores, CA (November 3, 2010) – [Rocket Fuel Inc.](#), the company bringing rocket science to display advertising, today launched Holiday Shopping Booster™ to help marketers instantly capitalize on holiday shopping and purchasing trends. Holiday Shopping Booster is designed to maximize campaign performance and sales impact by selectively targeting in-market shoppers at scale based on specific holiday influenced purchasing attributes. Rocket Fuel’s technology helps marketers identify customers anywhere on the Web and find specific ones with an affinity to certain brands. The solution automatically tailors ad frequency to match spikes in holiday activity to beat competitors to audiences and break through the holiday noise.

Millions of consumers transform into shoppers overnight during the holidays. This change in behavior represents an opportunity for marketers where brand loyalists become repeat purchasers and casual shoppers evolve into transactional buyers. This is tempered by general consumer sentiment indicating that there will be less overall spending during this time of the year. Finding purchasers before competitors do is critical – online ad campaigns need to quickly adjust to the changing behavior of consumers. Rocket Fuel’s experience running holiday shopping campaigns has helped them identify five main tactics that work extremely well at reaching active buyers – retargeting, in-market shopper targeting, geo-driven targeting, competitive brand conquering, and “look-alike” targeting.

“Rocket Fuel has been a great performer for us this year,” said David Zucker, Ph.D., vice president customer marketing & CRM, Gilt Group. “Rocket Fuel’s media solution is changing our expectations for how interactive display advertising can deliver the goods. We are increasing our media allocation to Rocket Fuel this holiday season due to their superior results.”

“The holidays represent a unique time for marketers where the rules of the game, and the actions that go with it, change,” said Richard Frankel, president of Rocket Fuel. “Trends change every year and marketers need to figure out what works, before their competitors swoop in to steal potential customers. Companies cannot rely on typical everyday marketing initiatives to identify and monetize holiday audiences. Holiday Shopping Booster allows advertisers to quickly scale their communications to maximize their effective share of voice (SOV) during this critical time and take action to reach new customers when they’re most receptive to an advertiser’s offer – anywhere on the Web.”

Holiday Shopping Booster leverages Rocket Fuel’s purpose-built targeting and optimization technology to help holiday marketers efficiently and effectively allocate ad spend during holiday peaks.

Smart Burst: Holiday shoppers exhibit purchasing patterns that can be leveraged to maximize return on investment (ROI). Breaking through the noise and confusion at the right times, whether it’s certain days or even hours can mean the difference between a sale and a lost opportunity. Smarts Bursts capture newly in-market shoppers beyond a marketer’s core loyalists to drive them down the purchase funnel.

Audience Roadblocks: Rocket Fuel custom audience models can effectively lockup an advertiser's audience with every impression – unlike site roadblocks, which are expensive, wasteful and very limited. Audience Roadblocks allow advertisers to maximize share of voice (SOV) among the customers that matter most.

Boosted Re-targeting: Rocket Fuel's technology makes every type of communication work harder and smarter. The data from loyalty card blasts, coupons, circulars, emails and other shopping communications can be leveraged to bring people back to advertiser's site. Boosted Retargeting focuses on the prospects most likely to convert. Once Rocket Fuel understands what works best, the same data can be used to find "look-alikes" – more valuable customers that are most likely to engage with an advertiser's brand and take action.

Insight and Measurement: Optimization technology tunes ad campaigns to focus on purchase intent, in-store sales or online sales. Rocket Fuel can also measure the impact campaigns had in offline sales through a partnership with the Nielsen Company.

About Rocket Fuel Inc.

Rocket Fuel Inc. is the company bringing rocket science to digital advertising. With its advanced technology, the company is helping marketers reach their brand goals quickly and easily, anywhere in the purchase funnel. Over 150 million people a month see ads from its Rocket Fuel Network, which combines behavioral, contextual, geographic, demographic, and many other techniques to yield results far more powerful than any method could on its own. Rocket Fuel automatically adapts advertisers' campaigns in real-time to optimize towards their goals – whether brand-oriented or performance driven. If you can measure it, Rocket Fuel can optimize it. The Silicon Valley-based company was founded by veterans from NASA, Yahoo! and DoubleClick. Rocket Fuel was named Best Startup of 2010 by the San Francisco Business Times. For more information visit www.rocketfuel.com.

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