

Insights Booster



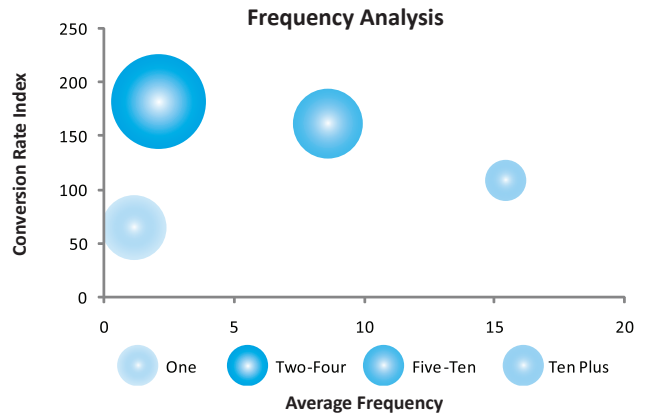
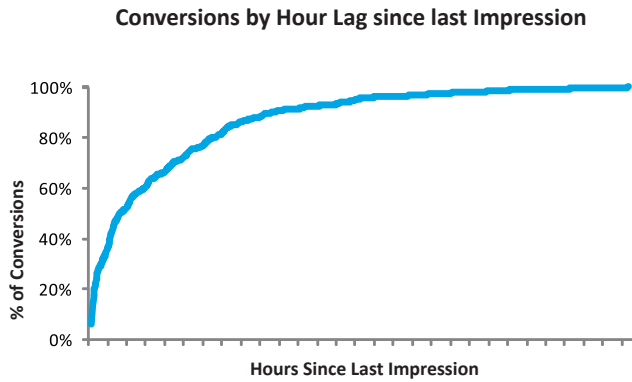
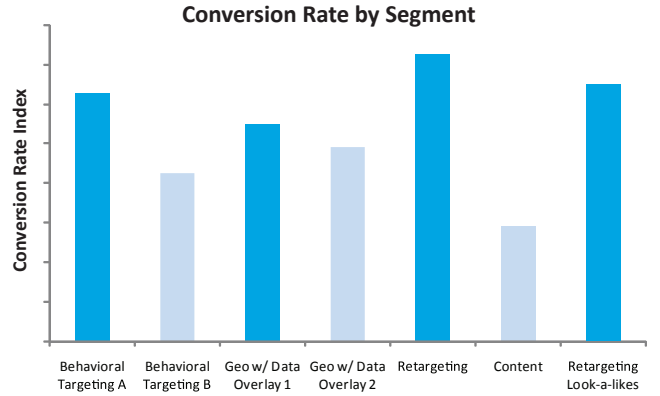
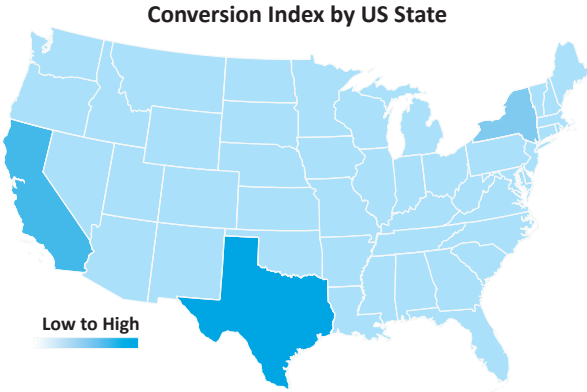
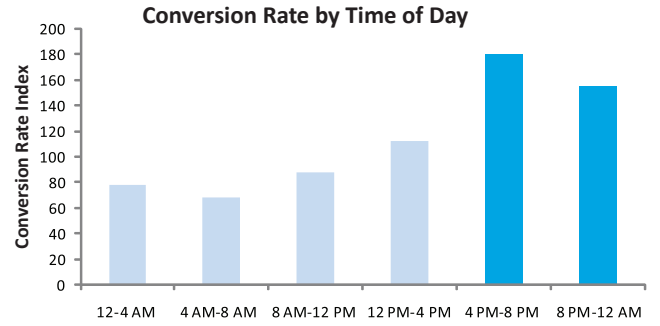
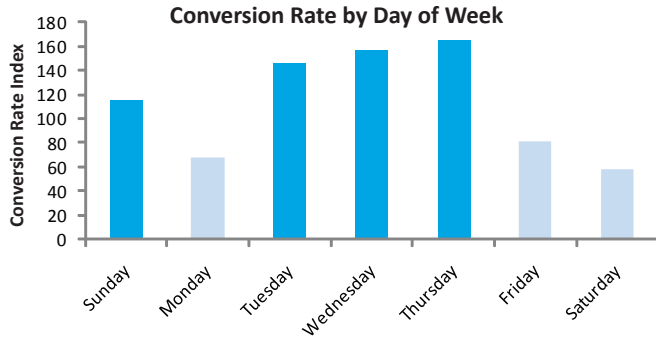
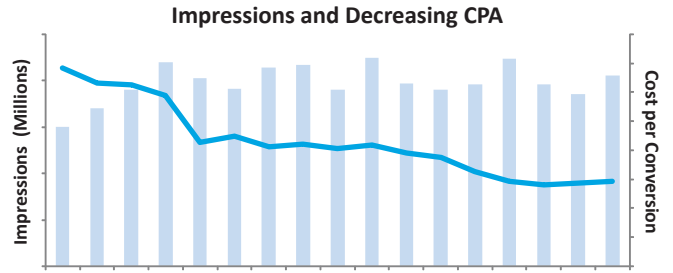
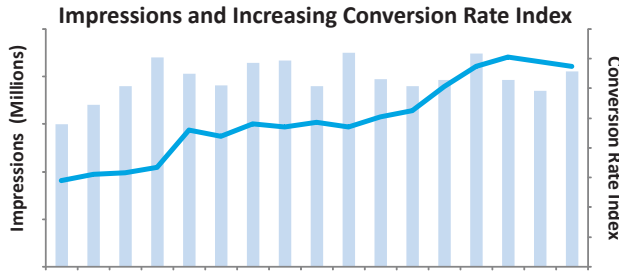
Our Insights Booster™ analytics packages identify the key drivers of your campaign’s success, help you understand what’s working and why, and allow you to better understand the quality, composition and characteristics of the audience being reached.

Arming You With Deep Insights

Rocket Fuel offers three levels of analytic packages that identify the key drivers of a campaign’s success – content, creative, demographics, geography and more. Opt for the higher levels and you’ll get additional campaign insights plus consumer profile characteristics as they relate to your brand.

These campaign insights and audience characteristics can be used to improve future digital campaigns, offline marketing programs and creative development. You’ll understand what’s working and why, and what’s not working – **so you get smarter faster, and quickly grow engagement with the best audience for your brand.**

Choose the package that's right for you >	Stage 1 Campaign Summary	Stage 2 +Campaign Insights	Stage 3 +Audience Insights
Summary Report			
Campaign Summary	●	●	●
Trended Delivery & Performance	●	●	●
Campaign Insights			
Campaign Performance Insights across:			
• Creative/Ad Size		●	●
• Geographic Area		●	●
• Site/Content/Channel Categories		●	●
• Local User Time of Day		●	●
• Local User Day of Week		●	●
• Impression to Conversion Time Lag			●
• Frequency Analysis			●
Recommended Optimizations for Future Campaigns		●	●
Audience Insights			
Audience Performance Insights across:			
• Propensity Segments (120+ Segments)			●
• Demographics (Gender, Age, Income)			●
• Psychographic Scores (42+ Segments)			●
Custom Insights & One-on-One Consulting (<i>on request</i>)			○



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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. If you can measure it, Rocket Fuel can optimize it. The company was founded by veterans from NASA, Yahoo! and DoubleClick.