

FOR IMMEDIATE RELEASE

Rocket Fuel Uses Offline Aggregate Purchase Data from The Nielsen Company to Boost Online Display Ad Effectiveness

Allows brand advertisers to reach audience and consumer “look-alikes” based on offline purchases

REDWOOD SHORES, CA – (May 25, 2010) – [Rocket Fuel Inc.](#), the company bringing rocket science to online display advertising, today announced it will use aggregated consumer purchase data from The Nielsen Company to improve the effectiveness of online advertising campaigns in real time. Rocket Fuel will be able to leverage offline sales data to create model groups of consumers with specific brand affinities, and to optimize these campaigns to more successfully reach “look-alikes” based on specific brand attributes.

As consumers spend more time online, brand marketers are seeing the need to shift dollars online and deploy display advertising campaigns to maintain engagement with their desired audiences. Brand marketers such as consumer packaged goods (CPG) manufacturers, looking to expand their online marketing investments, now have access to new tools to bridge the gap between online ad spend and offline purchasing activity, and to increase the performance of their online campaigns.

“Our first major campaign with a well-known toothpaste brand clearly showed the value of using Nielsen data to reach desired audiences,” said George John, Rocket Fuel’s CEO. “We look forward to helping more brands optimize the way they reach real-world shoppers. We always say, ‘if you can measure it, we can optimize it,’ and with The Nielsen Company data we fill a huge gap for many brand marketers who want to go beyond reaching clickers to finding the people that actually walk into stores and buy their products.”

“Nielsen continues to find new venues in the online media marketplace for its aggregated data and services that will make media transactions more effective and efficient,” said Justin Evans, senior vice president of advertising solutions at the Nielsen Company. “Rocket Fuel’s analytical approach is better informed by Nielsen’s data, improving the ability of advertisers and their agencies to get better value from their online ad spend.”

About Rocket Fuel Inc.

Rocket Fuel Inc. is the company bringing rocket science to online display advertising. The company provides turnkey media and campaign management to deliver better results faster for major agencies and brand advertisers like Infiniti and Lord & Taylor. Unlike self-serve platforms that burden media teams with learning new tools and executing complex campaigns manually, Rocket Fuel makes it easier – not harder – for advertisers to efficiently find and buy their target audiences. And unlike ad networks whose value-add is in a cobbled collection of sites or audiences, Rocket Fuel’s data-driven advertising technology builds a custom campaign-specific audience model and automatically tunes campaigns to an advertiser’s key metrics – whether their objectives are 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 Yahoo!, DoubleClick, Epiphany and salesforce.com. For more information visit www.rocketfuelinc.com.

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