

Fact Sheet



Rocket Fuel Inc. is building the first intelligent ad serving technology platform that combines the best of social, behavioral, contextual, geographical, search and other data sources to understand consumer interest and intent. Rocket Fuel goes beyond other audience targeting companies by combining demographic, lifestyle, purchase intent and social data with its own suite of targeting algorithms, blended analytics and expert analysis to find active customers.

Launch, Learn & Scale Approach Delivers High-Composition Audiences with High Reach

Rocket Fuel tracks every impression and continuously learns from what works – each campaign is tailored and scaled in real-time combining all available data to create a high-performance composite audience segment.

“Rocket Fuel is much more than an ad network. They’re quickly becoming a trusted technology partner helping us engage more consumers online for our premium brand clients.”

– **Shenan Reed**
Founder, Morpheus Media

1 Create Designer Audiences

Campaign-specific audience models and data-driven designer segments based on each client’s goals.



2 Deliver Ad Impressions

Launch campaign ads & optimize delivery to improve the incremental lift in desired metrics in real-time.



4 Intelligently Scale

Continuously scale campaign against user segments with high lift.



3 Auto-Optimize

Adapt models to focus on user segments with highest lift in desired metrics.



WHY WE'RE DIFFERENT

Unlike ad networks, Rocket Fuel doesn't shoehorn advertisers into pre-determined generic audiences. Instead, Rocket Fuel's automated technology identifies the top performing segments for each individual campaign and directs impressions to boost campaign performance in minutes, as opposed to the weeks or months it would take to pour through data and adjust it manually.

PROBLEM **Online ads should work better.** In a perfect world, **advertisers** can easily run campaigns that find the right audience at scale without wasting time in spreadsheet hell. **Publishers** make a living from advertising on their sites without having to load pages full of inefficient ads. **Ad networks** deliver quality ads without needing an in-house team of “rocket scientists” to optimize ad delivery. **People** surfing the web see ads as a complement to their online activity, not a jarring or irrelevant distraction.

SOLUTION **Welcome to a perfect world.** Rocket Fuel provides a simple yet sophisticated way to manage, run and evaluate successful online campaigns. Our technology focuses on finding desirable audience characteristics rather than mere impressions. Through rapid automated testing and user-level targeting we find the individuals that matter. With Progressive Optimization™ we turn quantitative learning into actionable improvements for each campaign.

The result is higher performance – against your metrics – over the run of the campaign. But, we’re not just about automation. We also provide a dedicated analyst, real-time reporting and feedback so you’ll never be caught off guard or unable to respond to clients or senior management with timely information.

MARKET Make the unmanageable not only manageable, but successful. If you think buying online ad space across the web is becoming increasingly complex, what about managing the campaign once it’s live? Insights are often overlooked, missing, or just not tangible enough for the average person to identify in a timely manner. After all, when campaigns are running, time is money – and no one likes to waste either talking to the wrong consumers.

ANALYSIS Rocket Fuel helps you make sense out of all of the data and provides you the ability to rapidly change course if you need to within minutes of a campaign’s kickoff. Rocket Fuel believes in extreme transparency and real-time client feedback, including sharing campaign results, details and insights to help you become smarter, faster.

BUSINESS MODEL Help companies effectively run campaigns and become smarter, faster. We work closely with agencies and brand advertisers who need to cost-effectively find engaging audiences at scale. We also help publishers better monetize their online assets, and other ad networks boost results across their inventory. Rocket Fuel has delivered campaigns for over 220 advertisers, including 8 of the top-10 global brands, and been the number one ad network in media buys for our customers.

TECHNOLOGY **Rocket Fuel Platform:** The heart of Rocket Fuel – our technology for dynamic bidding, automated analytics and targeted ad serving.

Rocket Fuel Network: Our high-performance ad network combines premium sites, including major publishers like CBS, Fox, Yahoo!, and MSN; exchanges like Right Media, DoubleClick, PubMatic, Rubicon and Open X; life-stage sites including dictionary.com, evite.com, move.com, monster.com and photobucket.com; intent sites like cNet.com, realtor.com, pricegrabber.com, and extremetech.com, and passion sites like PC magazine, guitarworld.com, gotpetsonline.com, gamepro.com, NBCSports.com and prestosports.com.

EXECUTIVE TEAM The Silicon Valley-based company was founded in 2008 by a proven team of engineers and executives from Yahoo!, DoubleClick, NetGravity, Epiphany, and salesforce.com.

- George John, Chief Executive Officer
- Richard Frankel, President
- Mark Torrance, Chief Technology Officer
- Abhinav Gupta, Vice President of Engineering
- Eshwar Belani, Vice President of Products and Business Development

BRANDS WE WORK WITH



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