



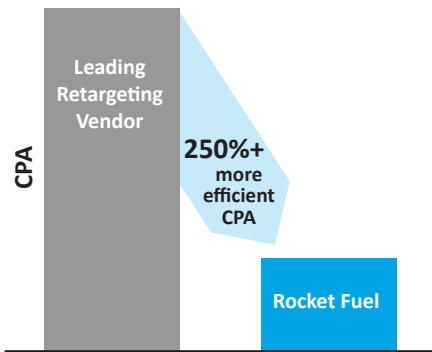
MAXIMIZE CONVERSIONS AND FOCUS ON THE AUDIENCE MOST INFLUENCED BY YOUR ADS.

Don't settle for "vanilla" retargeting that simply shows ads to anyone who's visited your site. Work smarter and boost your ROI by focusing on your most valuable customers – those most likely to come back and take action.

So how well does it work?

Rocket Fuel has proven success with model-driven retargeting compared to "vanilla" retargeting.

Rocket Fuel vs. Competitor*



*based on actual campaign data

Our Solution Goes Beyond Simple Retargeting

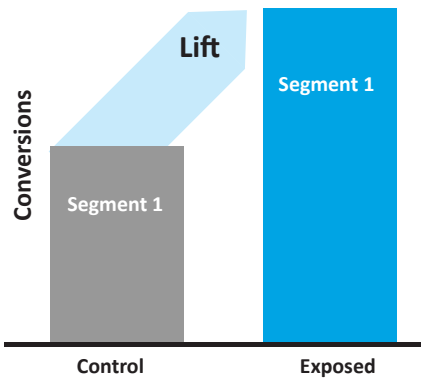
Rocket Fuel's **Boosted Retargeting** focuses on converting the core set of prospects and customers that matter – prospects that are most likely to engage and take action. Rocket Fuel creates dynamic user segments within your retargeting pool and differentiates visitors based on purchase cycle and affinity with the advertiser. Customer groups are automatically differentiated to receive the right engagement and emphasis.

Sample customer segments:

- **Window Shoppers** are just browsing and are early in the purchase cycle and not quite ready to buy.
- **Quick Converters** are well aware of your products and ready to buy, but may have a short term focus and/or may not have high lifetime value.
- **Loyalists in the Making** are relatively early in the purchase cycle but have high customer value and likely buy, again and again.
- **Hot Prospects** are the perfect combination of high customer value and the ready to buy spirit on the verge of converting.



Focusing on Positive Lift Segments



Leveraging Big Data

Our technology focuses on the right audience by analyzing **millions of online and offline data points** to determine a visitor's propensity to convert, their stage in the purchase cycle and their overall customer value. **Data points include:**



Visit Recency



Visit Frequency



Search Intent



Behavior



Geography



Demographics



Lifestyles



Psychographics



Time of Day



Offline Purchases



Past Purchases

Our Reach Guarantees We'll Find Your Audience

Rocket Fuel reaches 99% of the Internet population – **that's over 235-million people**. This huge reach means that we can get in front of virtually all the users that visited your web site but didn't perform a desired action – no matter where they are on the web.

Retargeting That Drives Positive Impact

All users are not created equal – advertising impacts them differently. For some, advertising can drive a positive impact. But in some cases, it can actually have a negative impact. Rocket Fuel addresses this concern and offers the most effective methodology for measuring the impact of retargeting campaigns across audience profiles. Our technology eliminates wasted ad spend by automatically discovering and focusing on segments with the highest lift in conversions and steering away from audience segments with negative impact.

The Right Time and Place Really Matter

It's not enough to have the right consumers – **the right context also matters**. Time of day, day of the week, web site and page content all play a part in driving success. Rocket Fuel finds the customers that matter in the ad contexts and times that promote engagement and conversions, creating maximum impact for your retargeting efforts.

A Powerful Layer of Personalization

Rocket Fuel's **Dynamic Creative Booster** solves the traditional challenges of "one size fits all" messaging by providing an end-to-end solution to create, target, deliver, measure and optimize ads tailored to each individual viewer. Each creative element within the banner ad unit is independently measured, allowing for optimization across millions of ad combinations – including headlines, call-to-actions, body copy, images, products and other stylistic aspects. We also measure performance in real-time to continuously adapt and learn from every impression, optimizing around product or offer-specific results to further boost conversions based on what they were doing on the site.

Finding More Customers That Matter

With only a finite retargeting pool, how do you scale your online campaigns? Once we have identified the core set of customers that matter, doesn't it make sense to find more of these valuable customers on the Internet and show them an ad? Boosted Retargeting leverages the retargeting pool, applying Rocket Fuels' advanced modeling capabilities to analyze millions of audience features, finding similarities in profiles and behaviors.

The output is a fresh pool of users that in many ways are exactly the same as the ones that have visited your site and thus more likely to engage with your brand. We call this lookalike modeling. Targeting lookalikes brings incremental users to your website building scale and driving additional conversions.

Rocket Fuel – Bringing Rocket Science to Digital Advertising

Rocket Fuel is the leading provider of artificial-intelligence advertising solutions that transform digital media buys into self-optimizing engines that learn and adapt in real-time, and deliver outstanding marketing results from awareness to sales. Over 400 of the world's leading brands rely on Rocket Fuel to power their advertising programs across display, video, mobile and social media.

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