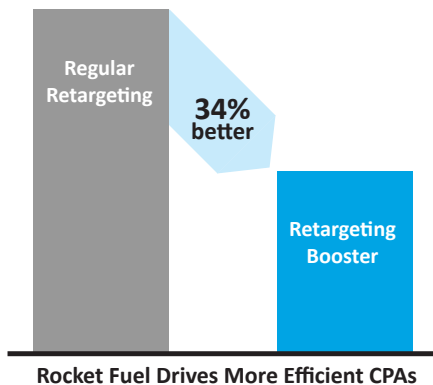
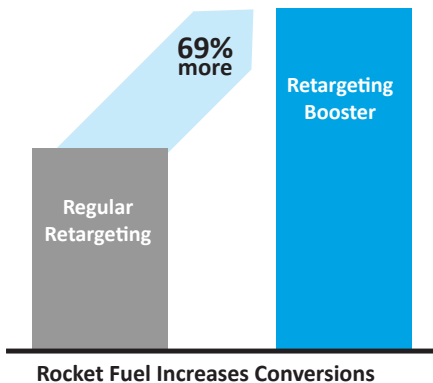




## MAXIMIZE CONVERSIONS AND FOCUS ON THE AUDIENCE MOST INFLUENCED BY YOUR ADS.

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?



*\*based on actual campaign data*

### Our Solution Goes Beyond Simple Retargeting

Rocket Fuel's **Retargeting Booster** 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 a number of data driven factors.

Customer groups are automatically differentiated to receive the right engagement and emphasis:

- **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 only be short term non high-value customers.
- **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.



### 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
- Many More

### 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.

### Focusing on the Audience Segments that Matter

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.

### Build the Right Attribution Model

Retargeting is an extremely powerful tactic – but it needs to be analyzed in the context of your overall media plan. Advertisers tend to over-invest in retargeting because it seemingly generates the best results. Without a proper attribution model, retargeting benefits from a skewed model that assigns all credit to the last ad seen or clicked. This can steal your return on investment, taking advertising dollars away from other initiatives that can generate a much greater return. We can help you analyze the true impact of all your targeting strategies, and media partner mix, to create the best combination for your campaign.

### Rocket Fuel – Bringing Rocket Science to Digital Advertising

Rocket Fuel is a real-time targeting company that transforms digital media buys into optimization engines, delivering campaign results from awareness to sales. Over 400 of the world's leading brands run on Rocket Fuel across display, mobile, video and social media.

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