

Search Booster

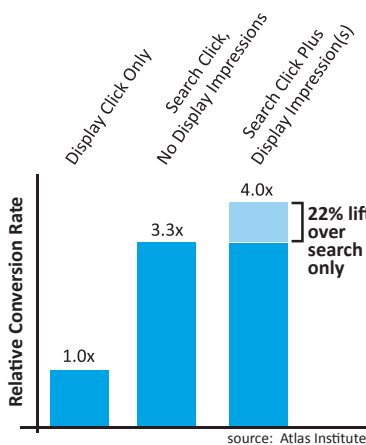


If you're focusing 100% on search, spending big bucks on Google, and being thrilled with a 5% conversion rate – you're letting 95% of your audience disappear. Why not boost your ROI and re-engage with that audience anywhere on the Web.

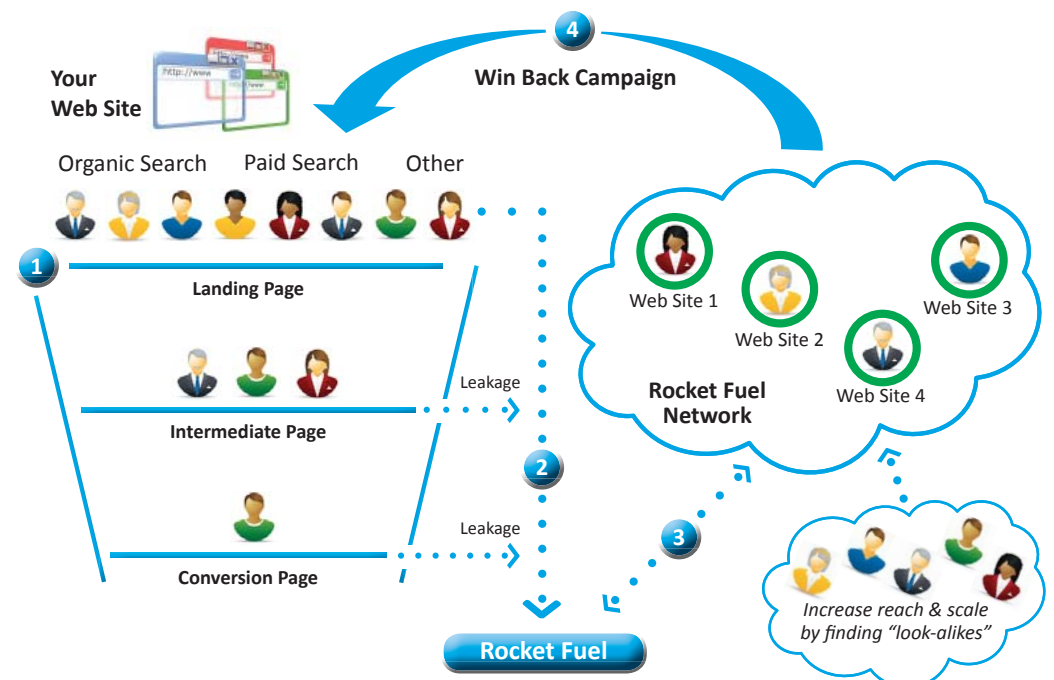
Rocket Fuel Search Booster reaches people across the Web who searched for you, went to your site, expressed interest in your product or service, and then left without completing an action. Search Booster also drives new people to your landing page based on search intent actions – people that searched for relevant terms to your product or service, but did not go to your Web site. It's the best way to bring new people and past visitors back to your site and **turn those lost prospects into active customers.**

SEARCH+DISPLAY DEEPENS BRAND ENGAGEMENT, INCREASES SALES

Exposing search users to display media from the same advertiser results in a 22 percent increase over search alone, suggesting a synergy between these two channels that cannot be measured separately.



Search Booster automatically identifies people that have been to your site, or who are in-market based on searches they've performed, and puts your display ads in front of them – anywhere in our network, as often as you want. It can even show different highly targeted ads to people who found you via different search terms. Search Booster then scales your campaign by targeting “look-alikes” – a fresh pool of users who have similar profiles to your core audience.



Search Booster leverages search retargeting and search intent targeting to find the people that matter to your brand – and bring them back to your Web site.

DON'T SETTLE FOR "VANILLA" SEARCH RETARGETING

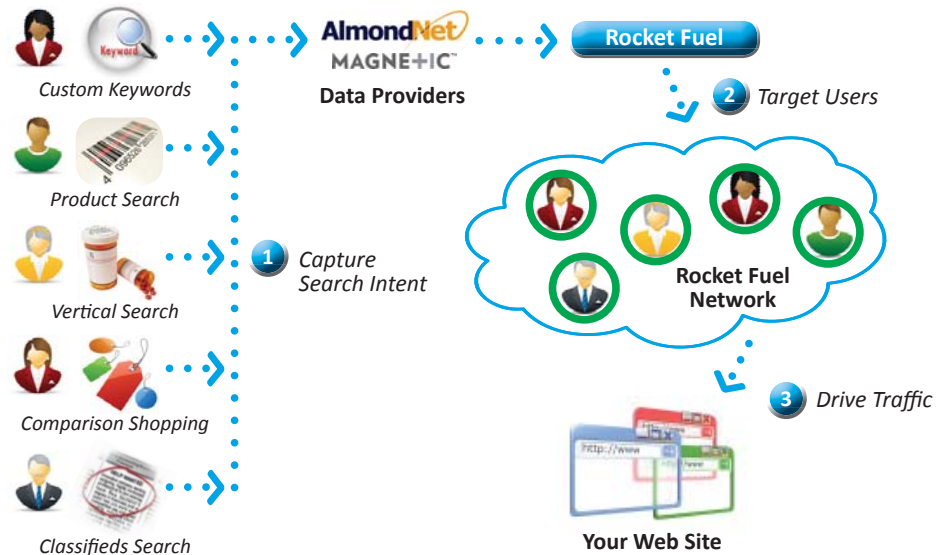
Search Booster works smarter and boosts your ROI by focusing on the core set of valuable customers that are most likely to engage with your brand and take action. Our technology leverages tons of data to better understand a user's position in the purchase cycle. We focus on the set of valuable customers that are most likely to achieve an advertiser's objectives – whether you want consumers to perform a conversion action or build affinity with your brand.

Our technology leverages tons of data to better understand a user's position in the purchase cycle, propensity to convert and overall potential customer value. Factors in identifying this high-composition audience include:

- * Visit Recency
- * Visit Frequency
- * Behavior
- * Purchase Cycle
- * Search Intent
- * Geography
- * Demographics
- * Offline Purchases
- * Social Data
- * Time of Day
- * Sites Visited
- * Lifestyle

BOOST TRAFFIC TO YOUR SITE & LEVERAGE YOUR SEM KEYWORDS

There's an enormous amount of search data available – the trick is having the horsepower to harness, analyze and act on it. No matter what market you're in, there are people that have the same search intent as the people who visit your site. Our data partners aggregate data from custom keyword searches on sites, product searches, vertical searches, comparison shopping, classified search and more to help us efficiently find those users anywhere on the Web.



FIND MORE CUSTOMERS THAT MATTER

Once we've identified this valuable audience, Search Booster can use the same data to find more people and show them your ad. We call it building "look-alikes" – a fresh pool of users that are in many ways exactly like the people that have shown interest through search or visited your site, and thus much more likely to engage with your brand. We continuously scale your campaign to find more of these customers that matter to your brand.

INSIGHTS TO HELP YOU BECOME SMARTER, FASTER

We learn a lot of stuff about audiences as we get to know their behavior. Insights that can help you build a better profile of the people that are coming to your site and searching for information about your products. Once we've identified this really great audience, doesn't it make sense to communicate with them again and again?

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

Rocket Fuel tracks every impression and continuously learns what works to tailor each campaign's audience in real-time, and then scales the campaign by combining all available data to create a high-performance composite audience segment.

