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Making Facebook Ads More Effective: Rocket Fuel Launches Social Booster for Facebook

New offering enables marketers to automatically optimize targeting, placement, creative, and bids for Facebook Ads in near real-time – dramatically improving ad engagement and effectiveness

Redwood Shores, Calif. (November 7, 2011) – Rocket Fuel Inc., the leading real-time ad targeting company, today unveiled a new technology and services offering designed to help marketers dramatically improve the effectiveness of Facebook Ads campaigns. Rocket Fuel's Social BoosterSM for Facebook is the first data-driven tool for automating the creation, monitoring, and management of Facebook Ads campaigns. Now marketers can automatically leverage Facebook and web-wide data to continually improve the performance of their Facebook Ads – and automatically apply these learnings to all their digital marketing programs.

What Social Booster for Facebook Does:

- Rocket Fuel's Social Booster for Facebook enables brand and performance marketers to create, launch, and test thousands of Facebook Ads automatically – optimizing campaigns every 10 minutes for maximum performance and brand impact.
- Social Booster for Facebook combines automated campaign creation, management, and optimization features, so marketers can get the most out of every Facebook campaign. By automating the Facebook Ads targeting and optimization process, Social Booster for Facebook takes the guesswork out of advertising on the world's largest social network.

Benefits of Social Booster for Facebook:

Marketers can use Social Booster for Facebook to get more out of their Facebook advertising campaigns, whatever their marketing goals. Using the tool, brands can:

- Improve the ROI on social inventory through multivariate creative testing and targeting.
- Optimize campaigns across Facebook Ads, Facebook Apps, and display inventory.
- Build their online communities by driving a surge in likes.
- Activate sharing via social widgets in ads, on their websites, and on their Facebook Pages.

How Social Booster for Facebook Works:

- Rocket Fuel Social Booster for Facebook first enables marketers to define their social advertising objectives, such as driving fans, likes, brand page visits, or application installs. The platform then automatically tests and optimizes each Facebook Ad campaign based on the desired user outcomes – and continually learns from each ad interaction to further refine bids, placement, and creative.
- Using proprietary response prediction technology, Social Booster for Facebook continually and automatically optimizes campaigns to attain the highest levels of engagement. The technology leverages advanced algorithms to test and optimize each Facebook ad for bid price, optimum creative, time of day, and placement – and constantly refines targeting parameters such as geography, interests, behavior, and demographics to more precisely target the most relevant audiences.

Integration with Facebook:

- Social Booster for Facebook works seamlessly with Facebook’s standard ad platform – but goes far beyond the standardized bidding, targeting, and optimization tools offered directly by Facebook.
- Social Booster for Facebook uses standard integration with Facebook’s platform to get full access to all Facebook Ads data, updated every 10 minutes – then builds on Facebook’s data to offer far deeper and more extensive optimization and more precise audience targeting.

Quotes:

- “Facebook is a relatively new advertising channel, but getting targeting and campaign optimization right on the world’s largest social network is critical for increasing brand engagement today,” said Richard Frankel, president and co-founder of Rocket Fuel. “Rocket Fuel Social Booster for Facebook is a secret weapon for marketers that want to make sure every ad buy on Facebook delivers maximum brand impact – so they can connect with Facebook’s 800M users in the most targeted and relevant way possible.”
- “Rocket Fuel was able to provide unique insights and give us a way to measure the value of our social media efforts,” said Ellie Nave, senior account strategist with Morpheus Media. “Social initiatives are now a meaningful portion of our marketing efforts, so it is important to find ways to quantify ROI.”

Resources:

- [About Social Booster for Facebook](#)
- [Follow Rocket Fuel on Twitter](#)
- [Follow Rocket Fuel on Facebook](#)
- [Read the Rocket Fuel Blog](#)

About Rocket Fuel:

Rocket Fuel is a real-time ad targeting company that transforms digital media buys into self-optimizing engines that learn in real time, delivering great campaign results from awareness to sales. Our technology combines all data-driven targeting techniques, from behavioral to contextual, into one comprehensive solution that automatically adapts campaigns in real time to achieve both brand and performance goals. Over 400 of the world’s leading brands run on Rocket Fuel across display, mobile, video and social media. Founded by online advertising veterans and computer scientists from Yahoo!, DoubleClick, Salesforce.com, and NASA, Rocket Fuel is based in Redwood Shores, California, and has offices in nine cities worldwide including New York and London. For more information on why campaigns run better on Rocket Fuel, visit www.rocketfuel.com.

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