



## DRIVE LIKES AND BOOST SOCIAL ENGAGEMENT WITH YOUR BRAND

Say goodbye to the labor-intensive headache of creating scalable, high-performing campaigns on Facebook. And say hello to all your new friends.

### Why Facebook Matters

Nearly 25% of US Internet page views occur on Facebook and the social networking site accounted for over 31% of all US display ads delivered in Q1 2011.

### Harness the Power of Facebook

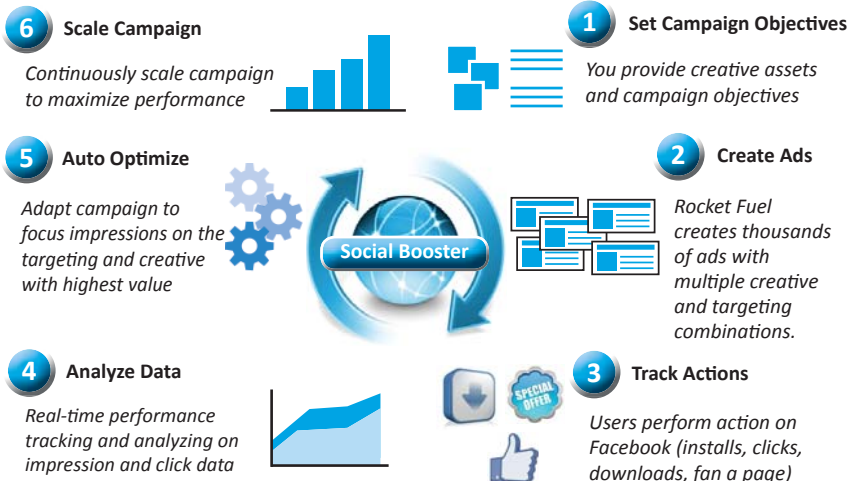
Rocket Fuel's **Social Booster for Facebook** delivers a one-two performance punch for Facebook by combining our automated campaign creation and optimization technology with unmatched campaign management and customer service. Instantly create, launch and test thousands of ads without the hassle. Drive fans, likes and boost social engagement with your brand. What's not to like?

### Industry Leading Technology

Rocket Fuel's process begins with you identifying your social objectives such as driving fans, likes, brand page visits, application installs, or other objectives. Our SocialEngine then uses these desired user actions as signals to optimize your campaign – so your campaign gets smarter faster, and quickly grows engagement with the best audience for your brand.

We also focus on top-performing characteristics like creative, time of day, geography, interests, behavior and demographics to create customized hyper-targeted profiles that help us steadily improve the performance of your campaigns over time.

### Here's How Rocket Fuel's Social Booster for Facebook Works:



### Multivariate Creative Testing

Even the smallest change in phrasing or the graphic you use can have a large impact on the engagement rate for your ad. Rocket Fuel can quickly create thousands of creative and targeting iterations across multiple demographics with different pricing optimization strategies to determine what works best at engaging your audience – **and match the right message with the right audience.**

### Audience Hypersegmentation

Not all users within your target audience respond to your ads in the same way. Different user segments have different propensities to respond based on their demographics, lifestyles, geographies, interests, occupation, and other attributes. Rocket Fuel's audience hypersegmentation partitions your target audience into thousands of fine grained user clusters and automatically defines the right targeting rules for each cluster on Facebook. Hypersegmenting your audience makes it far more efficient to find users who respond to your message.

### Automated Progressive Optimization

Traditionally, Facebook campaigns have included tens or a few hundred ad combinations and have been optimized manually. However, multivariate creative testing and audience hypersegmentation create millions of ad combinations, and manually optimizing these campaigns quickly becomes impossible. Rocket Fuel's advanced algorithms constantly track response rates across different ads & users and dynamically optimize campaigns in real-time against the best performing segments. Moreover, Rocket Fuel intelligently bids on Facebook ad inventory to achieve peak value and volume, while continuously learning and adjusting bids to fully leverage Facebook's dynamic auction marketplace.

### Leverage Cross-Channel Learnings

Running a campaign across multiple channels opens up a world of optimization opportunities and the ability to drive shared synergies across Facebook, display, mobile and video channels. Rocket Fuel's Social Booster for Facebook enables a bi-directional flow of learnings between campaigns running on multiple channels by harvesting insights from campaigns and being able to transfer them across different contexts. Rocket Fuel uses learnings gathered across all channels to inform our Facebook media buying decisions and optimizations, and vice versa.

### Analytics and Insights

Rocket Fuel offers several levels of analyses that identify the key drivers of your campaign's success – *content, creative, demographics, interests, lifestyles, geography and more.* We also help you understand what's working and why, and allow you to better understand the quality, composition and characteristics of the audience being reached.

### Dedicated Account Management

We see ourselves as a trusted partner rather than a technology vendor. We focus intensely on accountability and superior customer service to support your campaigns and exceed your expectations. We go beyond merely paying lip service to cultivating good customer relationships by giving you the personal attention of a dedicated account manager. You'll get proactive feedback, intelligence, reporting and analysis.



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### 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.