

SMARTER VIDEO BUYS FOR BRAND ADVERTISERS

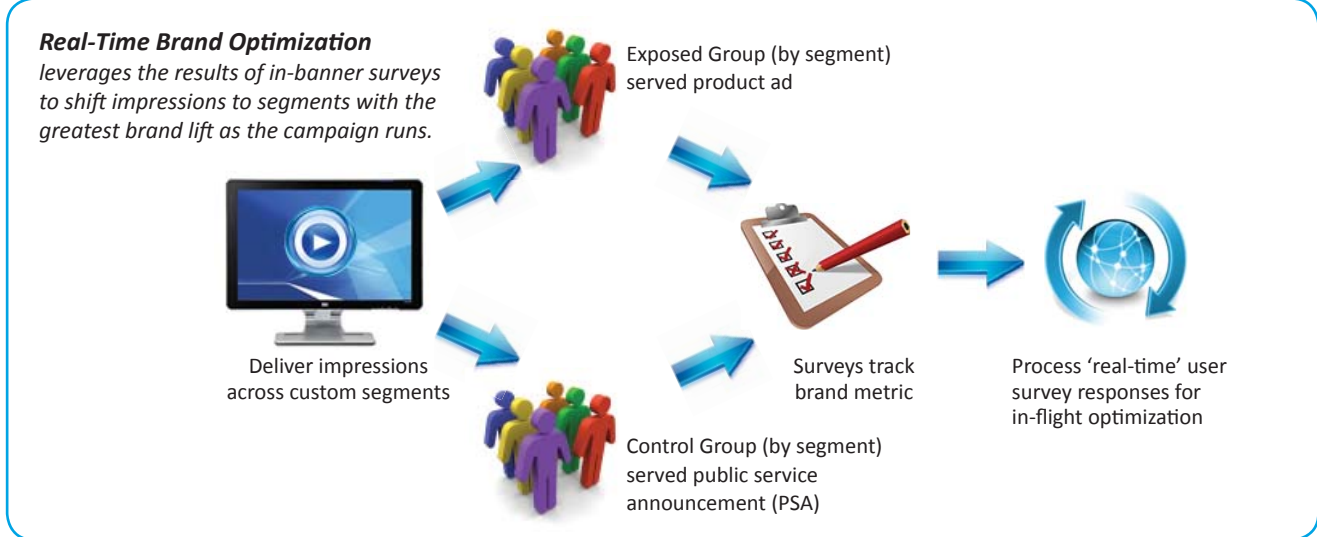
Rocket Fuel’s Video Booster delivers the intelligence and accuracy of targeted display ads with the impact of digital video and **real-time brand metrics**.

Target Your Precise Audience Leverage Rocket Fuel’s Real-Time Targeting – our leading-edge technology enables you to reach who you want, when you want them.
Efficiently expand precision targeting with look-a-like segments, and gain insights into new segments.

Bootstrap Video Buys Buy video more efficiently. Our machine learning technology applies what we learn from display to make smarter audience buys in video.
Integrate campaign insights and decision-making across all digital platforms including video, mobile, display, social.

Drive Brand Metrics Track brand metrics in real-time and measure the composition of the audience seeing your ads to immediately improve results.
We use industry standard sampling methodologies in partnership with Dimstore, Dynamic Logic and Vizu.

Quality Matters Our inventory is pre-roll and mid-roll inventory and never in-banner.
Video plays are always user-initiated. We never use autoplay below the fold to drive completion rates.



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Rocket Fuel – Bringing Rocket Science to Digital Advertising
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. Over 400 of the world’s leading brands run on Rocket Fuel across display, mobile, video and social media.