

“Rocket Fuel helped take the fat out of finding active customers and put muscle on the client’s bottom line by nearly doubling the expected ROI.”

**INDUSTRY**  
Retail

**PRODUCTS USED**  
Audience Booster, Retargeting Booster

**ADVERTISER** Major Women’s Fitness Apparel Brand

**AGENCY** Well-known full service interactive agency with offices throughout the world.

**NEED** Find high-ROI media partner with premium brand-safe inventory to help drive women’s fitness apparel sales during Summer shopping season

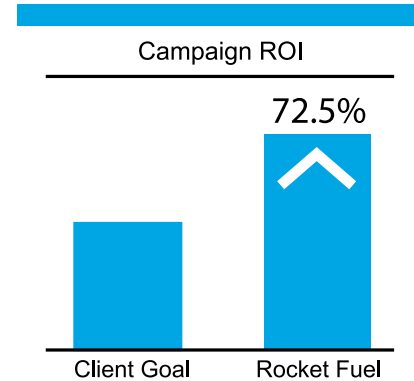
**OBJECTIVES** Boost online sales for women’s active lifestyle apparel

- Drive traffic to client’s branded online store
- Aggressive ROI goal for a high multiple of online sales for every dollar spent
- Boost online sales among target demographic
- Build brand engagement and affinity

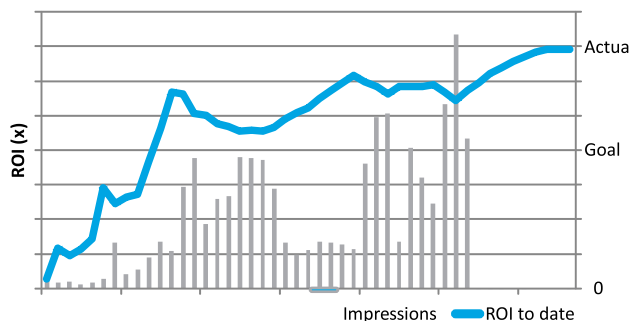
**AUDIENCE** Women (fitness intenders & in-market shoppers)

**CAMPAIGN** Display media with emphasis on sales revenue lift generated by online campaign

**RESULTS** Exceeded client’s ROI goal by 72.5%  
Grew average daily order size by 20% over run of campaign



ROI Performance Over Time



Average Daily Order Size

