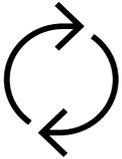


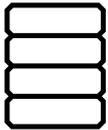
ROCKET FUEL DSP

OPTIMAL OUTCOMES FOR A NEW BREED OF MARKETERS



MOMENT SCORING™

Find the absolute best impressions to suit your objectives, with models that continuously learn and improve to deliver optimal results. Moment Scoring outperforms the crowd throughout the marketing funnel, for all digital advertising channels.



DATA INTEGRATION

Tap into the maximum value of your data by assimilating customer knowledge into campaign initiatives. Discover the audiences, signals, and patterns that matter—quickly and efficiently. It's a new way to win with customer data, driven by real-time testing and observation.



TOOLS

Insights translates machine learning into clear, actionable reports. Discover which attributes are predictive of success, across audiences, environments and messages.

Campaign trafficking and management are made easy by low-touch workflows that leave the heavy lifting to artificial intelligence.

WORK WITH ROCKET FUEL DSP TO:

- Carry out high-performing digital advertising throughout the marketing funnel and across all channels
- Make optimal use of both customer and third-party data
- Leverage an unlimited number of testable messaging variants
- Learn about which audiences and environments work best for your objectives

THE VIEW FROM ABOVE

Rocket Fuel's Moment Scoring observes relationships between desired outcomes—be they purchases, site engagements, downloads, signups, audience composition, brand lift, or anything else measurable—and signals from millions of data features. As it breaks through the noise to identify the meaningful patterns, Rocket Fuel scores every impression for its propensity to influence the consumer, while also forecasting valuable future opportunities.

