

# Unlocking the Power of Predicting Marketing with Rocket Fuel

## *The Future of Programmatic*

Predictive marketing uses AI so you can unlock the insights hidden in your data to deliver personalized, always-on, relevant experiences to the consumer. Rocket Fuel thrives on complex consumer journeys and large volumes of high-velocity data. Predictive Marketers are rewarded with higher levels of engagement and ROI.

## *How to Get to Predictive*

Rocket Fuel is uniquely positioned to help you succeed in this new landscape, with an AI-based platform and media services built to help you achieve The Five Core Concepts of Predictive Marketing. And our machine learning capabilities mean that your marketing will only get smarter as it takes on larger volumes of data from increasingly complex consumer journeys.

## *What's the Next Step?*

To learn more about how Rocket Fuel can help you on your journey to predictive marketing, [contact us at sales@rocketfuelinc.com](mailto:sales@rocketfuelinc.com).

## *The Five Core Concepts of Predictive Marketing*



### *Market to people, not devices*

Now you can anonymously identify and reach real people, instead of devices or bots, by using Rocket Fuel's probabilistic and deterministic ID matching.



### *Focus on moments, not segments*

Rocket Fuel Moment Scoring enables real-time optimization, with 26 AI models per campaign, analyzing 500,000 attributes to score 120 billion daily observations.



### *Master the customer journey instead of the marketing funnel*

Predictive storytelling, powered by Rocket Fuel's AI-enabled Dynamic Creative Optimization (DCO), can help you deliver relevant, personalized consumer experiences in real-time.



### *Own your data, don't rent it*

Less than 10% of Rocket Fuel's models use third-party data. This leads to accurate, cost-effective models that can differentiate your business and drive higher ROI.



### *Make better decisions with your data*

Rocket Fuel's AI can enable predictive experiences across your business, by giving you access to syndicated intelligence from leading industry AI partners.