

Audience Booster

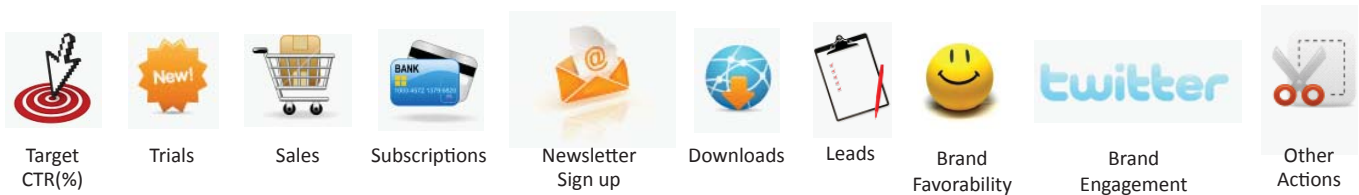


There's an enormous amount of really good data that's available to help make finding the consumers that matter to your brand much easier and less costly – the trick is having the horsepower to harness, analyze and act on it.

Rocket Fuel's **Audience Booster** goes beyond behavioral, contextual or geo-targeting by combining intelligent demographic, lifestyle, purchase intent, and social data with our own suite of targeting algorithms, blended analytics and expert analysis. Audience Booster identifies audiences across any media, including social media and user-generated content, and targets them in brand-safe environments. And it drives higher performance for advertisers by turning untargeted media into high-performance impressions and valuable qualified segments.

DEFINE CAMPAIGN METRICS

We can meet varied campaign objectives. Our focus goes beyond mere impression delivery – we can optimize results based on multiple objectives.



SELECT TARGETING STRATEGIES

We can zero-in on your customers based on age, gender, profession, ethnicity, and relationship status; people actively in purchasing mode; users engaged in highly targeted activities that define their interests and personalities; and people with affinity to your customers.

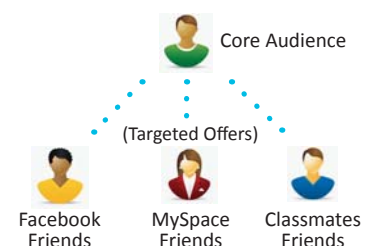
In-Market Buyers



Lifestyle & Behavioral



Social (Friend) Targeting & Audience Expansion



PURCHASE INTENT DATA We can aggregate valuable shopping and research behaviors from consumers actively “in market” across the Internet and extract data from branded sites through access to purchase, shopping comparison, or auction behavior. Sample intent behaviors include price search by make and model or destination city, or activity on loan calculators and comparison sites.

When someone who matches a campaign’s intended audience enters our network, we can recognize these intenders and **target them with the most relevant ad**.

Travelers: People searching for destinations, locations, flights, car rentals and accommodations.

Shoppers: Trendy spenders who visit fashion and shopping Web sites, auto buyers looking for new or used vehicles, music fans and people looking to acquire the latest in technology.

LIFESTYLE & BEHAVIORAL DATA We can target passionate users actively engaged in specific activities that define their interests and personalities – they research, blog, share opinions, and actively seek information from a variety of sources across the Web.

Finance & Small Business: Small business owners, investors, managers and aspirants.

Offer Seekers: Active online coupon seekers and respondents to online offers such as free trials, giveaways or newsletters.

Sports Enthusiasts: Sports fans follow their favorite teams via their own blogs or as part of a social network focused on team sports.

Auto Enthusiasts: Car fanatics that blog and chat about racing, customizing and fixing their vehicles.

Personal Technology: Gadget gurus, technofiles, digerati, music lovers and computer buffs.

Diet and Fitness Buffs: People looking to lose weight and keep it off.

Parenting: Families looking for information about child rearing, health and other parenting issues.

DEMOGRAPHIC DATA We can leverage a rich source of cross-referenced valid registration information from leading social network, shopping, dating and other high-reliability Web sites to help **boost audience transparency**. Data sources include leading enthusiast and general social networks, shopping sites, dating Web sites, and more.

Demo-target data: Age, gender, profession, ethnicity, relationships.

SOCIAL DATA The phrase “birds of a feather flock together” describes the power of social data – the tendency of like-minded individuals to cluster with other people just like them. These powerful demographic and psychographic traits have been **proven to boost response, engagement, word of mouth and collective behavior** at rates dramatically higher than other targeting alternatives.

Once we identify a core audience, we can serve precision-targeted offers to friends and communities of your best customers – **without risking your brand on low-quality social media inventory**.

SIMPLE 3-STEP PROCESS DELIVERS ACTIVE CUSTOMERS:

Targeting: We leverage our automated bidding technology to efficiently acquire your target audience across the leading data & ad exchanges (BlueKai, Exelate, ADX, Right Media & others).

Optimization: Our automated optimization technology learns what types of sites, creative, and people perform best and optimizes to your campaign goal in real time.

Insights: Our insight reports identify the key drivers of your campaign’s success (content, creative, demographics, geography and more).



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