

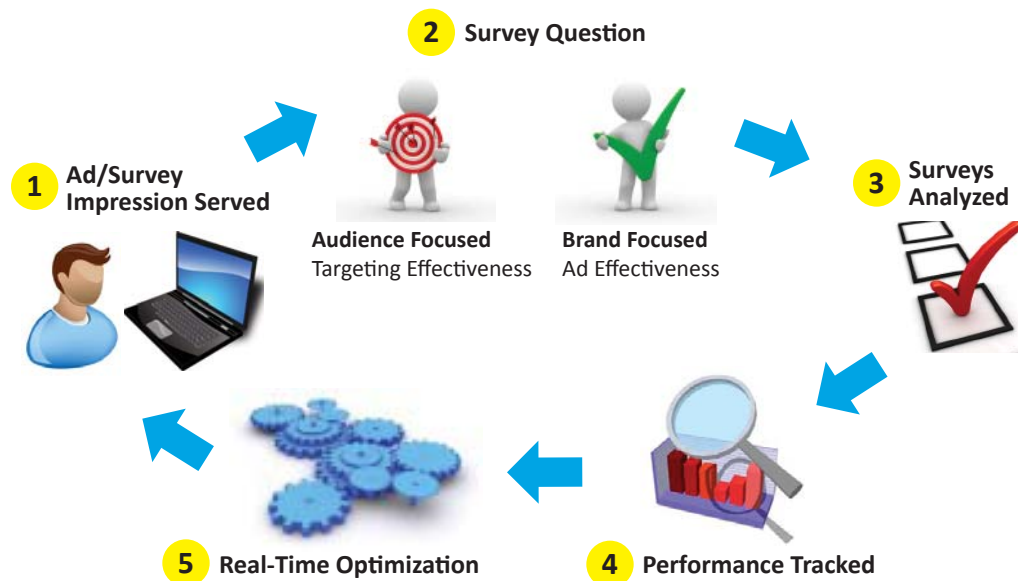
# Real-Time Brand Optimization



Rocket Fuel delivers the industry's first real-time campaign optimization based on brand perception and audience characteristics. Take advantage of real-time brand survey data and tune online campaigns **right now** to better deliver brand metrics.

## Here's how it works:

- 1) As we run your campaign we deliver single question in-banner brand surveys to your target audience.
- 2) Surveys are processed by Dynamic Logic, Dimstore or Vizu.
- 3) Survey data gets sent to us in real-time.
- 4) We track performance and analyze the data.
- 5) We use our real-time optimization technology to boost performance of your brand metrics as the campaign runs.



## THE TROUBLE WITH TRADITIONAL BRAND CAMPAIGNS

Brand marketers have traditionally relied on click-through rates or other less relevant metrics to understand if they're reaching the best audiences and to tune their campaigns. Traditional brand marketers value measuring the brand impact of their campaigns but continue to have poor choices for optimizing in-market. Optimizing based on **click rates or conversion rates provides no guarantee of results** and often does not apply to an advertiser's brand metrics.

## WHY REAL-TIME BRAND OPTIMIZATION

Rocket Fuel's solution provides automated audience targeting based on key brand metrics chosen by the advertiser. This solution delivers display **ad targeting optimization based on brand perception and audience characteristics in real-time**. Marketers can now let Rocket Fuel optimize the targeting of their campaigns based on familiar characteristics such as being "in-market" for a product or being "favorable" towards it. Major brands can now optimize on audience characteristics such as **brand favorability, intent to purchase and brand awareness**.

## BUILDING DATA-DRIVEN DESIGNER AUDIENCES

Rocket Fuel first builds a custom audience profile based on the marketing objectives for each ad campaign by layering multiple types of data about consumers – including demographic, interest, lifestyle, purchase history, behavioral, contextual, social, search and more. We go beyond other audience targeting technologies by layering **multiple unique data sources** with our own suite of targeting algorithms, analytics, automation and expert analysis to deliver high composition of your target audience.

**OPTIMIZING TO THE DESIRED METRICS**

As the campaign runs, the Rocket Fuel Platform uses our survey partner’s real-time survey data to determine the characteristics of those most likely to exhibit the brand responses or audience characteristics desired by the advertiser. Rocket Fuel then optimizes the targeting for the campaign based on the desired brand and audience metrics.

**FOCUSING ON YOUR CAMPAIGN OBJECTIVES**

Rocket Fuel uses proven technology and methodology to create your brand survey. Surveys can be built to test **target effectiveness** (Are we reaching the right audience?) or **ad effectiveness** (e.g. Are we increasing awareness of our brand?). Whatever you want to measure, we can measure it – including brand emphasis metrics (awareness, recall, message association, purchase consideration, favorability, recommendation, intent and more), or audience metrics (demographics, interests, in-market, lifestyles, etc).

**Audience-focused questions could include:**

- How many times do you drink tea?
- Do you drink hot or cold tea?
- Which tea flavor do you prefer?
- When will you buy tea next?
- What do you like most about tea?

**Brand-focused questions could include:**

- Have you heard of BrandX tea?
- Are you aware BrandX tea is 100% natural?
- Would you recommend BrandX tea?
- Which BrandX tea do you like best?
- Do you plan to purchase BrandX tea?

**BRAND METRIC OPTIMIZATION NOW**

With the survey results Rocket Fuel zeros in on the key characteristics of your audience. Our platform automatically tunes your campaign to focus on people who are more likely to engage with your brand and respond to your message. Whether your are looking to create awareness for a new brand, or influence those who are making immediate purchase decisions, **you’ll get better results right now** – you won’t have to wait for campaigns that you may run next quarter or next year. And since we’re constantly testing with your brand surveys, you’ll see steady lift over the course of your current campaign.

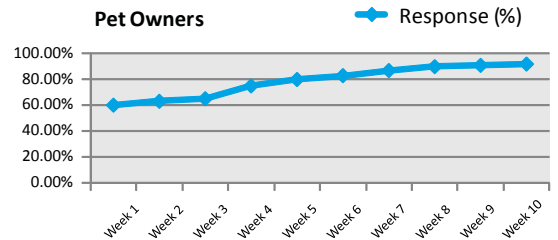
**ARMING YOU WITH DEEP INSIGHTS**

As part of the solution, Rocket Fuel offers analyses that identify the **key drivers of a campaign’s success** – content, creative, demographics, geography and more. These insights about target audience characteristics can be used to improve future online and offline marketing and creative development. You’ll understand what’s working and why, and what’s not working – so you get smarter, faster.

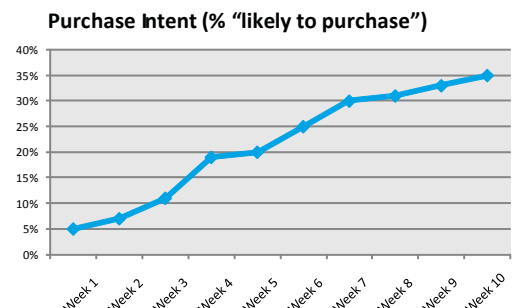
You’ll also get insights on consumer profile characteristics as they relate to your brand so future online and offline marketing and creative strategies get better and better.

- Demographics
- Income
- Lifestyle
- Geography
- Interests
- Behavior
- Purchase Intent
- Search Intent
- Online Actions
- Category Purchases

**Audience-Focused Metric:**  
Percentage of target audience reached with specific attribute increases as campaign runs.



**Brand-Focused Metric:**  
Percentage of people with purchase intent behavior increases as campaign runs.



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