

ROCKET FUEL BOOSTS BRAND ENGAGEMENT AND DRIVES SALES FOR MAJOR LUXURY FASHION BRAND.

ADVERTISER

Luxury fashion brand best known for their signature leather goods.

AGENCY



Morpheus Media

“Rocket Fuel delivers a unique blend of digital media technology and service backed by a sophisticated team of data analysts and a relentless commitment to the success of our clients. We have been very pleased with the performance we’ve seen for our luxury brand campaigns.”

Ellie Nave
Senior Account Strategist
Morpheus Media



OBJECTIVE

Find technology driven media partner to help boost women’s and men’s fashion sales, by building a custom fashion segment tailored to specific campaign objectives.

- Boost online sales for fashion apparel, and accessories
- Drive traffic to client’s branded online store
- Meet aggressive ROI goal
- Build brand engagement and affinity

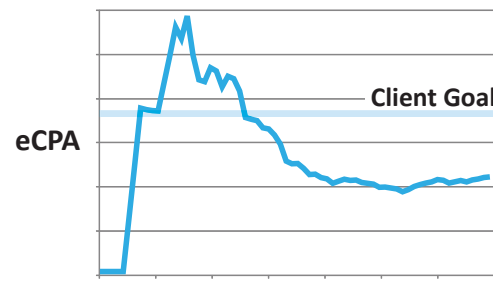
PRODUCTS USED

Audience Booster, Retargeting Booster, Fashion Booster

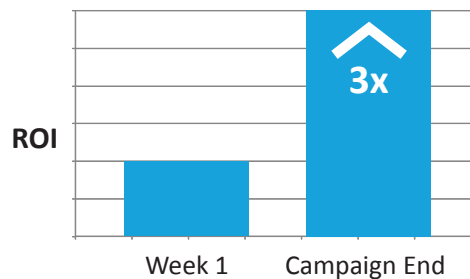
RESULTS

Exceeded goals and improved throughout campaign:

- Delivered eCPA that was **61% less** than the client’s goal.
- Continuously improved ROI during the campaign – resulting in more than **3x improvement** over the run of the campaign.



In-flight Progressive Optimization™ beat eCPA goal by 67% and improved ROI by over 3x



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Rocket Fuel is bringing rocket science to digital advertising. We work with 8 of the top 10 Interbrand Best Global Brands and 8 of the top 10 AdAge Largest Advertisers. Find out what our FusionEngine technology can do for your brand.