

ROCKET FUEL QUANTIFIES SOCIAL IMPACT OF DISPLAY MEDIA FOR BELVEDERE VODKA.

ADVERTISER

BELVEDERE
VODKA

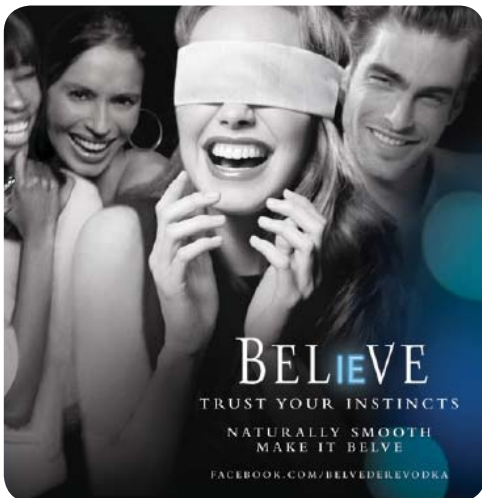
AGENCY



Morpheus
Media

“Rocket Fuel was able to provide unique insights and give us a way to measure the value of our social media efforts. Social initiatives are now a meaningful portion of our marketing efforts, so it is important to find ways to quantify ROI.”

Ellie Nave
Senior Account Strategist
Morpheus Media



OBJECTIVE

Determine the cost to generate a Facebook “Like” via display media run outside Facebook.

ACTION

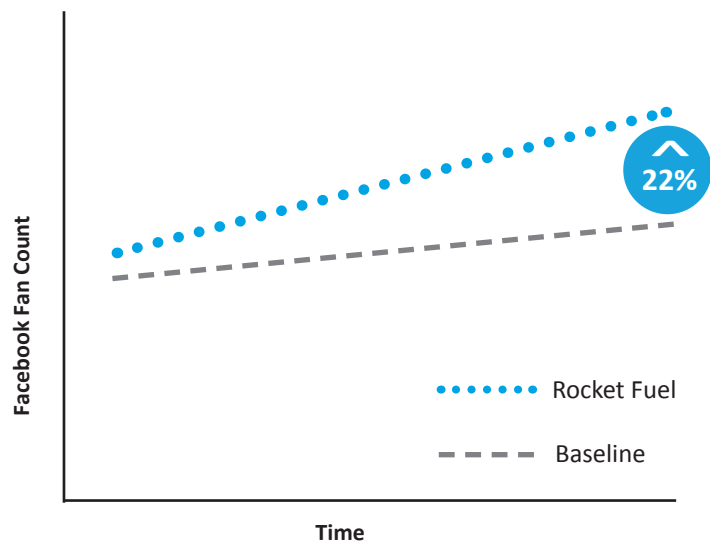
Rocket Fuel built a custom model that predicted the baseline daily “Like” growth based on current “Like” level, trend and seasonality information. The difference between predicted and actual “Like” count identified the effect of external display media impressions and clicks on “Like” growth.

PRODUCTS USED

Social Booster

RESULTS

Successfully isolated the impact of display media on the growth of Facebook “Likes” and determined the cost to acquire a Facebook “Like” for Belvedere Vodka via display media.



Model successfully isolated 22% lift in Belvedere Facebook “Likes” from external display media

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Rocket Fuel, the leader in real-time targeting, transforms digital ad campaigns into marketing engines that deliver the metrics that matter to advertisers and their agencies. Over 400 of the world’s leading brands run on Rocket Fuel across display, mobile, video and social media.