

“Rocket Fuel was the best performing partner for every campaign across the board. They outperformed all other networks in key performance indicators such as page views, actions, leads and prospects.”

INDUSTRY

Consumer & Business Technology

PRODUCTS USED

Audience Booster, Retargeting Booster

ADVERTISER The world’s leading corporation for business processes and document management.

AGENCY A well-known full service interactive agency with offices in over 80 countries.

OBJECTIVES Boost brand awareness and generate qualified leads for a variety of printers:

- Drive qualified traffic to client’s website
- Promote product engagement and purchase intent
- Generate actions, such as entering sweepstakes to win a free iPad, requesting additional product information, asking for a print sample, searching for where to buy printers, and inquiring about trading in their old printer for a newer or upgraded one.

AUDIENCE

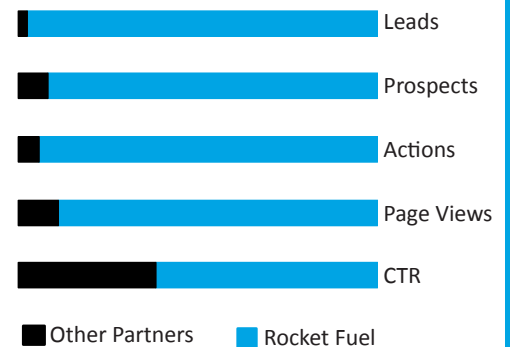
- Small & mid-sized business owners & decision makers
- IT decision makers for office hardware & printer products
- Professional graphic artists

CAMPAIGN METHODOLOGY Flash and rich media display with data-driven audience targeting for behavioral, in-market buyer, and purchase intent by individual segment. Leverage retargeting to bring back lost prospects wherever they were on the web.

RESULTS Delivered best results compared to other partners:

- Drove **60% better CTR**
- Delivered **6.9x more page views & 15x more action**
- Generated **10x more prospects & 35.5x more leads**

In-flight Progressive Optimization™ delivered the best results for all objectives



“Rocket Fuel’s precise identification and targeting of our audience provided increased effectiveness and scale at every stage of the marketing funnel.”