

“Rocket Fuel continues to be a valuable partner for us – efficiently turning lost prospects into active customers and making each marketing dollar work harder and smarter for our clients.”

**INDUSTRY**  
Consumer Technology

**PRODUCTS USED**  
Audience Booster, Retargeting Booster

**ADVERTISER** A leading hard disk drive and storage solutions company that has been at the forefront of the storage industry for over 30 years and at the heart of how the world creates, distributes, shares and enjoys digital content.

**AGENCY**



R2C GROUP

**R2C Group, San Francisco** – America’s largest independent direct response agency with a client list that spans blue chip, Fortune 100 companies, and the nation’s most successful direct marketing brands.

**NEED** Find agile media partner that can ramp quickly and help boost portable storage solution sales by building a custom audience segment tailored to specific campaign objectives.

**OBJECTIVES**

- Boost awareness & consideration for data storage products
- Drive online orders

**AUDIENCE** High-tech content buffs (*male, young, single*)  
Data nomads (*travel with data, take presentations with them on business trips, etc.*)

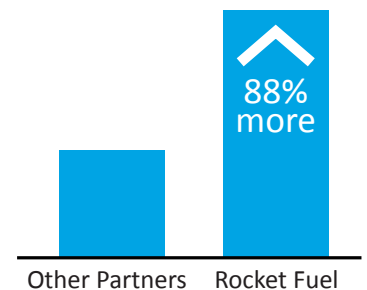
**CAMPAIGN** Display media with emphasis on cost per action (CPA)

**RESULTS**

- Retargeting Booster generated a CTR **25% higher** than other partners on the campaign plan.
- Generated the most orders – **88% more** than the next highest partner.
- Users who clicked on banners served by Rocket Fuel were **23x more** likely to hit the product page than users who clicked on competing retargeting banners.

*Rocket Fuel’s retargeting generated 88% more orders than the second best partner.*

**Online Orders**



“Rocket Fuel was a strong partner for this campaign, consistently landing among our top publishers. With consistent results through the duration of the campaign and the best back end cost per conversion of any partner, remessaging with Rocket Fuel is a no brainer for future media plans.”

**Nathan Becker**  
Media Planner, R2C Group