

“It takes profound knowledge, incredible agility and a powerful crystal ball to keep up with the fast-evolving world of digital media – Rocket Fuel showed us plenty of that and more.”

INDUSTRY

Quick-Service Restaurants

PRODUCTS USED

Audience Booster, Retargeting Booster

ADVERTISER One of the world’s most recognized leaders in quick-service restaurants operating a network of company-owned and franchise-owned stores in the United States and international markets.

AGENCY A major global media network of nearly 6,000 people in 82 countries and a significant presence in every major market with one aim: to make their clients’ brands more famous and more profitable.

NEED Find technology and media partner to drive revenue and restaurant traffic at large scale leveraging brand-safe inventory.

OBJECTIVES **Boost sales and promote new brand positioning:**

- Drive online orders through the advertiser’s Web site
- Build awareness around new brand positioning

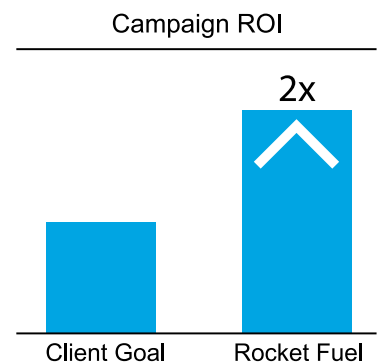
AUDIENCE **Primary target:** In-market for fast food
Secondary target: Frequent buyers of fast food & delivery services

CAMPAIGN Brand-safe display media targeted to likely converters using day of week, time of day and third-party behavioral and intent data

RESULTS Rocket Fuel achieved a \$.50 eCPA against a goal of \$1 – **effectively doubling expected ROI**

- Client tripled initial campaign budget

Successfully doubled expected ROI and became an increasingly important partner



“Rocket Fuel drove significantly lower CPA than anyone else on the campaign. They focused on efficiently finding our audience online and delivered on their promise of automated optimization, powerful insights and amazing results. We were more than happy to shift more budget their way.”