

“Rocket Fuel lived up to its name and delivered exceptional results. We were amazed to see a 5X improvement in campaign performance.”

**INDUSTRY**  
Consumer Electronics

**PRODUCTS USED**  
Audience Booster, Retargeting Booster

**ADVERTISER** Global Name-Brand Consumer Electronics Manufacturer

**AGENCY** Major New York Media Agency

**NEED** Find innovative exceptional-value media partner to help drive HDTV sales in the Q4 shopping season.

**OBJECTIVES** Drive holiday traffic to client’s website  
Boost brand awareness, engagement and preference for HDTV products

**AUDIENCE** Holiday shoppers, ages 35-44

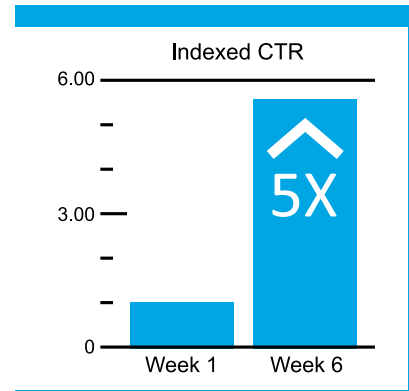
**CAMPAIGN** Display media with emphasis on CTR

**APPROACH** Focus on desirable audience characteristics versus impressions

- Our Progressive Optimization resulted in amazing campaign performance
- Our “advanced audience screening” and “dynamic profiling” helped boost results

**RESULTS** Top performing media partner for the campaign

- Turned quantitative learning into actionable improvements to drive performance
- Broad reach to audiences that mattered – high performance at high volume
- \$2.38 CPC
- **Ramped overall CTR by nearly 5x**



“Rocket Fuel was our best performing partner on our key metrics. We actually increased our buy to take advantage of the media value being delivered.”