# Fact Sheet

**rocketfuel**

Rocket Fuel is the company bringing rocket science to digital advertising. Our intelligent solutions help marketers reach their brand goals quickly and easily, anywhere in the purchase funnel. We combine the best of demand-side platforms (DSPs) and networks with the industry's most advanced response prediction technology to drive campaign results. We go beyond other audience targeting companies by combining demographic, lifestyle, purchase intent and social data with our own suite of targeting algorithms, blended analytics and expert analysis.

*Launch, Learn & Scale Approach Delivers High-Composition Audiences with High Reach*

*Rocket Fuel tracks every impression and continuously learns from what works – each campaign is tailored & scaled in real-time combining all available data to create a high-performance composite audience segment.*

> *"Rocket Fuel is much more than an ad network. They're quickly becoming a trusted technology partner helping us engage more consumers online for our premium brand clients."*
>
> **– Shenan Reed**
>   Founder, Morpheus Media

**1 Create Designer Audiences**

*Campaign-specific audience models and data-driven designer segments based on each client's goals.*

**2 Deliver Ad Impressions**

*Launch campaign ads & optimize delivery to improve the incremental lift in desired metrics in real-time.*

**4 Intelligently Scale**

*Continuously scale campaign against user segments with high lift.*

Rocket Fuel

**3 Auto-Optimize**

*Adapt models to focus on user segments with highest lift in desired metrics.*

**WHY WE'RE DIFFERENT**

Unlike ad networks, Rocket Fuel doesn't shoehorn advertisers into pre-determined generic audiences. Instead, Rocket Fuel's automated technology identifies the top performing segments for each individual campaign and directs impressions to boost campaign performance in minutes, as opposed to the weeks or months it would take to paw through data and adjust it manually.

**PROBLEM**

**Online ads should work better**. In a perfect world, **advertisers** can easily run campaigns that find the right audience at scale without wasting time in spreadsheet hell. **Publishers** make a living from advertising on their sites without having to load pages full of inefficient ads. **Ad networks** deliver quality ads without needing an in-house team of "rocket scientists" to optimize ad delivery. **People** surfing the web see ads as a complement to their online activity, not a jarring or irrelevant distraction.

**SOLUTION**

**Welcome to a perfect world**. Rocket Fuel provides a simple yet sophisticated way to manage, run and evaluate successful online campaigns. Our technology focuses on finding desirable audience characteristics rather than mere impressions. Through rapid automated testing and user-level targeting we find the individuals that matter. With Progressive Optimization™ we turn quantitative learning into actionable improvements for each campaign.

The result is higher performance – against your metrics – over the run of the campaign. But, we're not just about automation. We also provide a dedicated analyst, real-time reporting and feedback so you'll never be caught off guard or unable to respond to clients or senior management with timely information.

**MARKET**

Make the unmanageable not only manageable, but successful. If you think buying online ad space across the web is becoming increasingly complex, what about managing the campaign once it's live? Insights are often overlooked, missing, or just not tangible enough for the average person to identify in a timely manner. After all, when campaigns are running, time is money – and no one likes to waste either talking to the wrong consumers.

**INSIGHTS & ANALYSIS**

We see more than 1.5-billion biddable impressions a day, bidding on more than 100-million of them in real time, leveraging over 8,500 attributes (weather, time of day, day of week, propensity to buy, geo, demo...), layering data from more than 24 partners, tapping into over 20 terabytes of our own data (enough to play 12-years of HD video) to make smarter decisions, and refreshing what matters in a campaign every 15 minutes, to make 1 thing happen – make campaigns perform better.

**BUSINESS MODEL**

Help companies effectively run campaigns and become smarter, faster. We work closely with agencies and brand advertisers who need to cost-effectively find engaging audiences at scale. We also help publishers better monetize their online assets, and other ad networks boost results across their inventory. Rocket Fuel has delivered campaigns for over 300 advertisers, including 8 of the top-10 Interbrand global brands, and been the number one ad network in media buys for our customers.

**OUR DIFFERENTIATORS**

**Real-Time Brand Optimization** – turning brand metrics into actionable, real-time campaign optimization tools.

**Cross-funnel Synchronization** – connecting brand and direct response objectives to optimize campaigns at all stages of the sales funnel.

**Cross-channel Optimization** – turnkey platform for targeting and optimization across display, video, mobile and social media inventory.

**Predictive Response Technology** – Rocket Fuel makes targeting and optimization decisions in real-time, based on 8,500+ attributes, to buy only the best impressions for your campaign objectives.

**EXECUTIVE TEAM**

The company was founded in 2008 by a proven team of engineers and executives from Yahoo!, DoubleClick, NetGravity, Epiphany, and salesforce.com.

- George John, Chief Executive Office
- Mark Torrance, Chief Technology Officer
- Eshwar Belani, VP Products & Business Development
- Calton Chan, Senior VP Sales, US

- Richard Frankel, President
- Abhinav Gupta, VP Engineering
- Dominic Trigg, VP & Managing Director, UK

**BRANDS WE WORK WITH**



**Rocket Fuel Ltd.**
7-10 Adam Street
The Strand
London WC2N 6AA
Phone: 020 7520 9075

rocketfuel.com/uk