

Fashion Booster

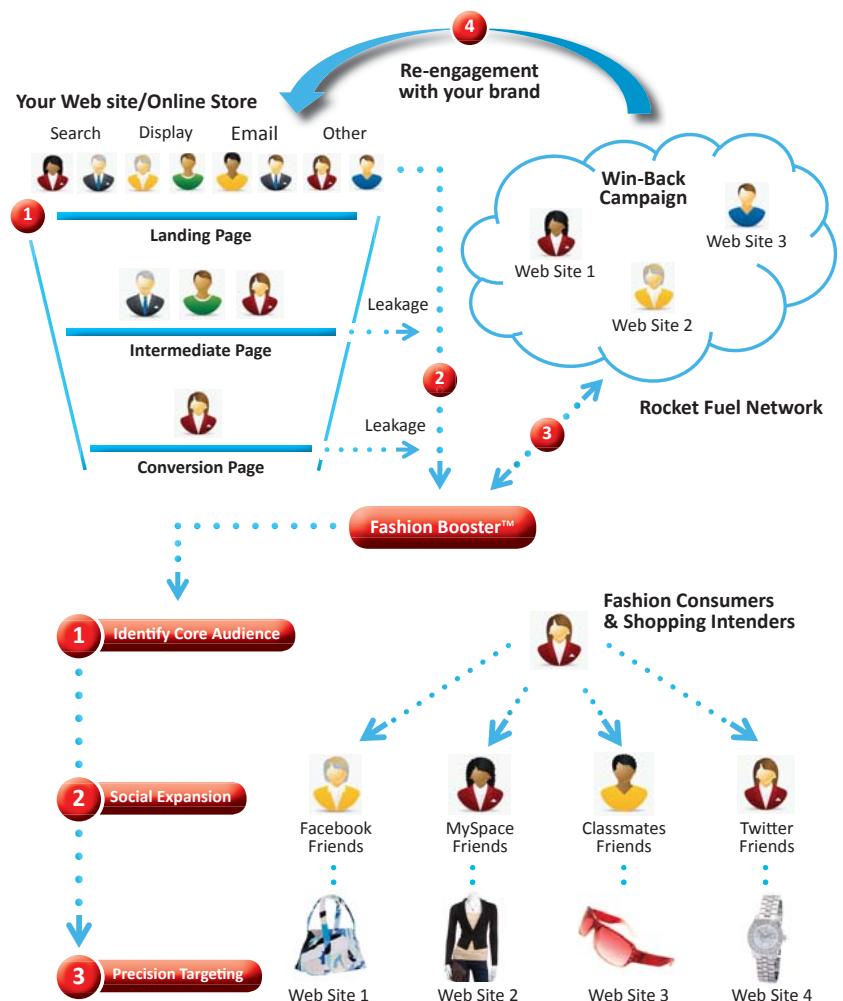


Rocket Fuel is a proven partner in delivering value for fashion advertisers – helping them to quickly and cost-effectively launch successful online campaigns that drive brand engagement, increase sales and boost ROI.

There's an enormous amount of really good data that's available to make finding women's fashion and retail consumers much easier and less costly – the trick is having the horsepower to harness, analyze and act on it. That's where Rocket Fuel comes in. We're experts at finding and acquiring fashion consumers online. **Fashion Booster** identifies fashion consumers across any media, including social media, and targets them in brand-safe environments. We drive higher performance for fashion marketers by turning untargeted media into high-performance impressions and valuable qualified segments. How well does it work? **We exceeded a client's ROI target by over 70% in a recent campaign.**

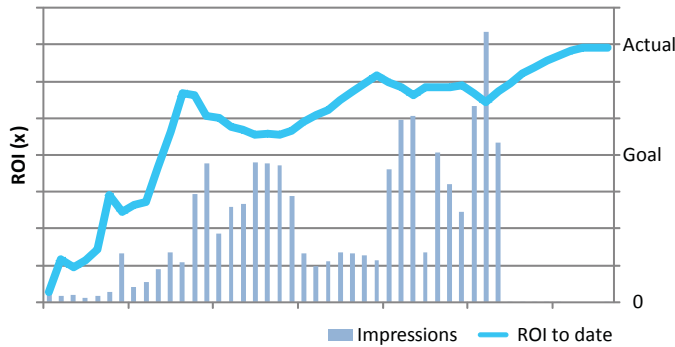
We use a simple process that works amazingly well at delivering fashion consumers & shopping intenders.

1. **We observe and learn** about your customers on your Web site. We automatically test your offer(s) to determine the characteristics of those who engage the best with your ads.
2. **We engage those customers** for cross-sell and up-sell opportunities to drive repeat orders and increase shopping basket size.
3. **We focus on finding more** of these great customers and drive them back to your Web site. We find these audiences and their friends everywhere across our network, driving your **acquisition** efforts with the quality reach you demand at whatever scale you require.

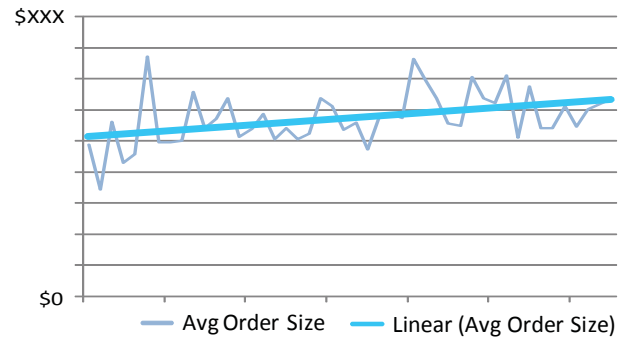


Sample data from previous fashion and retail campaigns on the Rocket Fuel Network

ROI Performance Over Time
Exceeded ROI goal by 72.5%



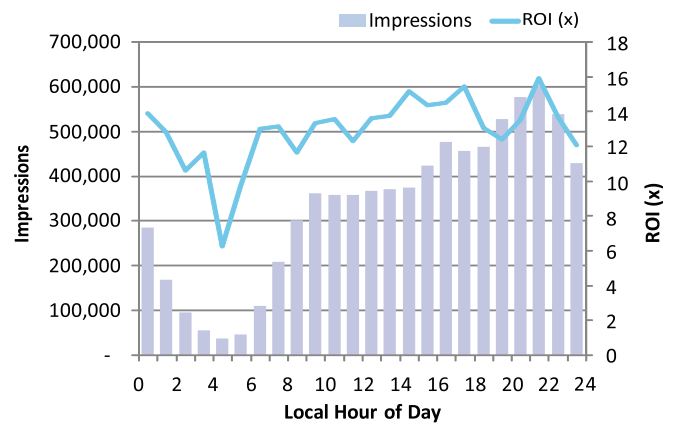
Average Daily Order Size
Orders grew by 20% over run of campaign



Top 10 States by ROI
Performance negatively correlates with population (-16%)

Top 10 States	ROI (x)	Conversions
Iowa	20.6	51
Nebraska	20.6	35
Montana	19.9	9
Kentucky	19.0	59
Wyoming	18.8	6
New Mexico	17.5	17
Alaska	17.2	7
South Dakota	16.5	8
Rhode Island	16.4	19
Vermont	15.8	9

Impressions by Hour of Day
Evenings perform 15% better than mornings



HYBRID APPROACH GOES BEYOND OTHER AD NETWORKS

Rocket Fuel goes beyond behavioral, contextual or geo-targeting by combining intelligent demographic, lifestyle, purchase intent, and social data with our own suite of targeting algorithms, blended analytics and expert analysis.

While many ad networks offer premium placements, Rocket Fuel's unique advantage is in its **custom brand program** that leverages 'commercial intent' consumer data and social media 'friend targeting' combined with the right audience on premium brand-safe sites.

PRECISION TARGETING MEANS NO MORE GUESSWORK

Rocket Fuel doesn't shoehorn fashion brands into cookie cutter verticals or "tracks." Instead, Rocket Fuel's automated technology identifies the top performing fashion segments for each individual campaign, across the entire Web, and directs impressions to boost campaign performance in minutes, as opposed to the months it would take to pour through data and adjust manually.

SIMPLE 3-STEP PROCESS DELIVERS ACTIVE CUSTOMERS:

Targeting: We leverage our automated bidding technology to efficiently acquire your target audience across the leading data & ad exchanges (BlueKai, Exelate, ADX, Right Media & others).

Optimization: Our automated optimization technology learns what types of sites, creative, and people perform best and optimizes to your campaign goal in real time.

Insights: Our insight reports identify the key drivers of your campaign's success (content, creative, demographics, geography and more).

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