

“Most ad networks promise a lot yet fall down on execution. Rocket Fuel talked technology and delivered on their promise of providing automated optimization and amazing results.”

INDUSTRY
Attractions

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER



The Monterey Bay Aquarium has been the trendsetter in exhibits, education and conservation leadership. It is routinely ranked as the No. 1 aquarium in the United States, and is a leader in the international aquarium community.

AGENCY



Engine Company 1, San Francisco – An eclectic mix of talents who’ve worked at the world’s best advertising agencies, design firms, and brand consultancies on behalf of some of the world’s most respected brands.

NEED Find next-generation ad network to optimize for appropriate demo, geo and behavioral targets by building a custom audience segment tailored to localized campaign’s objectives.

OBJECTIVES Boost ticket sales during a non-traditional advertising period

- Generate “new user” traffic to website

AUDIENCE TSF DMA/Fresno/Sacramento “DINKs”

- First time attempting to reach this audience

CAMPAIGN Display media with “buy now” or “explore” messages
Emphasis on conversion (ticket info page views visits, member sign ups)

RESULTS Boosted Web site visits, brand interaction, downloads and ticket sales
Campaign insights highlighted customer-rich DMAs to help focus offline advertising spend



“Ticket sales spiked so much that the VP of marketing called to figure out what we had done differently and how we could do it again.”

Nick Fairbairn
Director, Media Engagement, Engine Company 1