

“Rocket Fuel is quickly proving themselves as a trusted partner to help us deliver top-notch customer service and answer the crucial questions that make our advertisers’ campaigns perform better.”

INDUSTRY
Consumer Electronics

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER Industry Leading Video Game Manufacturer

AGENCY



R2C Group, San Francisco – America’s largest independent direct response agency with a client list that spans blue chip, Fortune 100 companies, and the nation’s most successful direct marketing brands.

NEED Find agile media partner that can ramp quickly and help boost video game sales by building a custom audience segment tailored to specific campaign objectives.

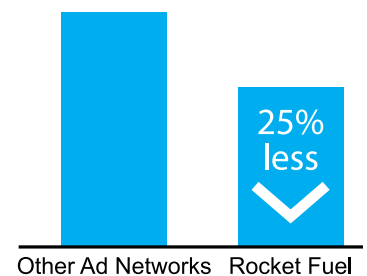
OBJECTIVES Drive traffic to landing page

AUDIENCE Moms with kids

CAMPAIGN Display media with emphasis on cost per action (CPA)

RESULTS Quick learning helped us finish 2nd out of 8 ad networks
Exceeded campaign average in both CTR and CPA

Average Cost Per Action



“Rocket Fuel’s promise of automated optimization showed in the results. Within a very short time frame Rocket Fuel’s overall CPA was 25% lower than the campaign average. Considering they were competing against media that had been optimized for twice as long this was a great accomplishment. We rewarded that success by running more campaigns on Rocket Fuel.”

Clayton Scott
Media Director, R2C Group