

Campaign Insights



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

Optimized results to progressively boost campaign performance – so results get better over time.

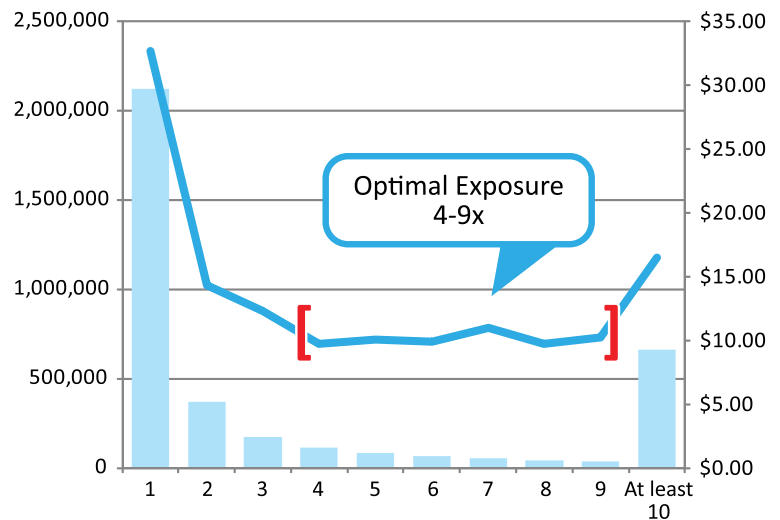
Real-time metrics and analytics to better understand the quality and accuracy of the audience we're reaching.

Customized insights to help you understand what's working and why, and what's not working – so you get smarter, faster.

Frequency: Performance by Exposure

- Impressions
- eCPA

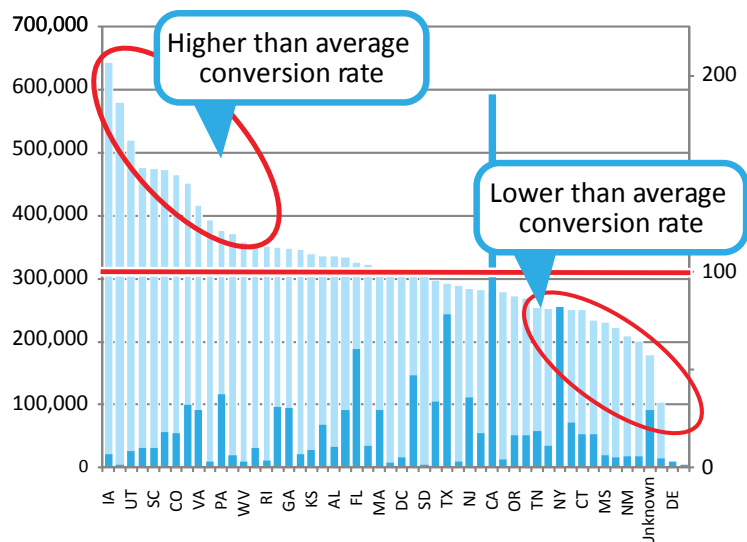
Targeting Implication:
Set frequency caps between 4-9x to meet eCPA goals



Geography: Conversion by state

- Impressions
- Conversion Index

Targeting Implication:
Maximize impressions in higher performing geographies

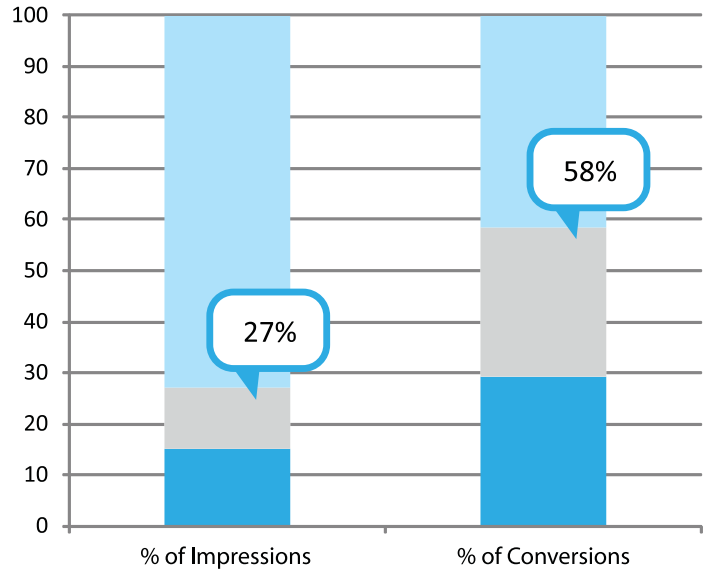


Ad Unit:
Creative Performance by Size

- 728 x 90
- 160 x 600
- 300 x 250

160 x 600s & 300 x 250s performed 40%+ better than 728 x 90s

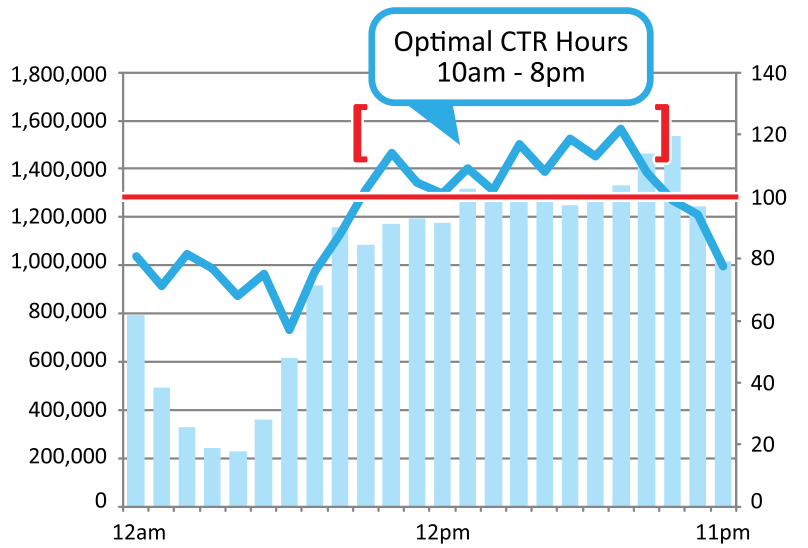
Targeting Implication:
 Minimize inventory allocated to 728 x 90 placements



Time of Day:
CTR Performance

- Impressions
- Index

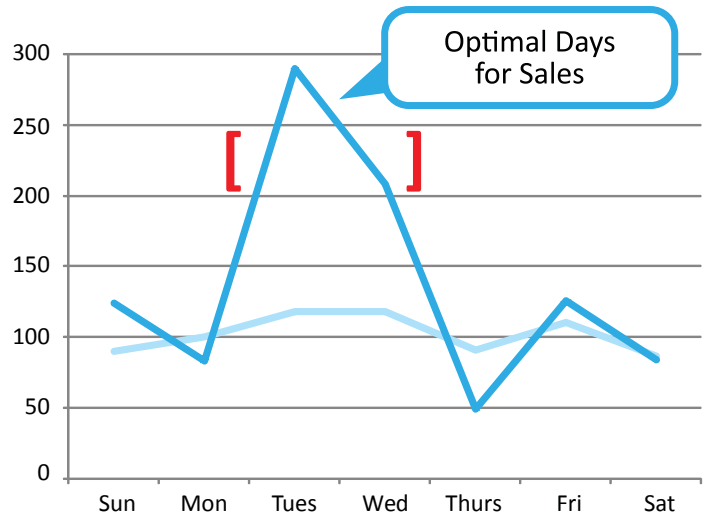
Targeting Implication:
 Minimize impressions served late night and early morning



Day of the Week:
Conversion Rate Analysis

- Advertiser
- Category

Targeting Implication:
 Investigate Tues, Wed lift; Thurs slump



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