

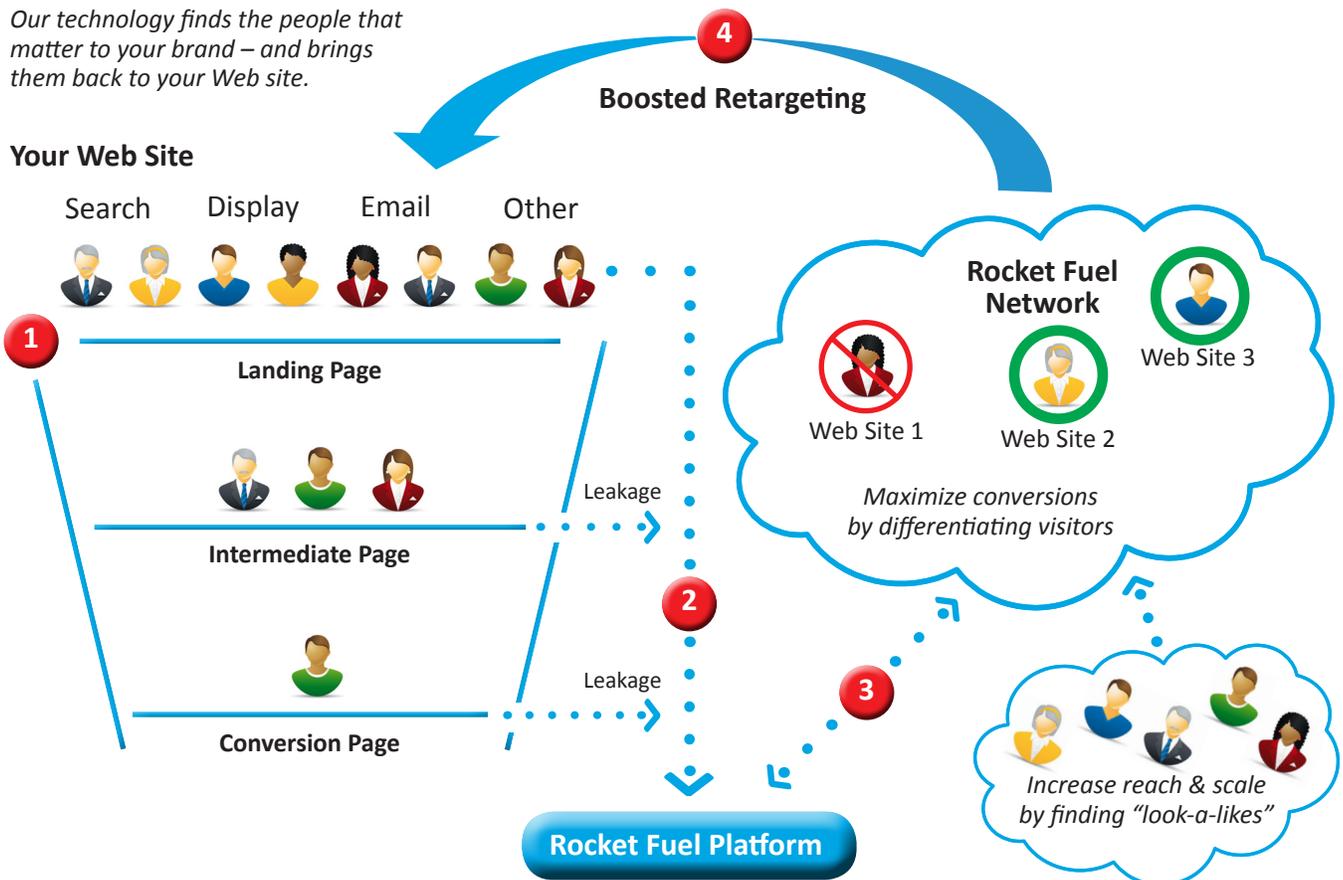
Retargeting Booster



Don't settle for "vanilla" retargeting that simply shows ads to anyone who's visited your site. Work smarter and boost your ROI by focusing on your most valuable customers – those most likely to come back and take action.

Rocket Fuel's **Retargeting Booster** is the best way to bring the most important people back to your Web site and **turn those lost prospects into active customers**. Our technology leverages tons of data to better focus on the set of valuable customers that are most likely to achieve an advertiser's objectives – whether you want consumers to perform a conversion action or build affinity with your brand. **And we can even find & target more customers just like them** – something regular retargeting solutions that are limited by working within a fixed set of identified users can't do.

Our technology finds the people that matter to your brand – and brings them back to your Web site.



ALL USERS ARE NOT CREATED EQUAL

Retarget Booster gives you a much more granular view of your users within your cookie pool and differentiates visitors based on a number of data-driven factors. This allows us to hone in on the ones that matter – based on whatever metrics you define.

Our technology builds a clearer picture of your users by evaluating their:

- propensity to convert
- purchase cycles
- overall potential customer value.

Retarget Booster works smarter by continuously learning and adjusting for many campaign variables to boost performance, focusing in on the right site(s), the right time of the day, and the right ad frequency for each user.

We can zero-in on your customers based on:

- Age, Gender, Profession, Ethnicity, and Relationship status
- People actively in purchasing mode
- Users engaged in highly targeted activities that define their interests and personalities
- People with affinity to your customers

FINDING MORE CUSTOMERS THAT MATTER

Once we understand what works best, we can use the same data to find more people and show them your ad.

We call it retargeting “look-a-likes” – a fresh pool of users that are in many ways exactly like the people that have visited your site and thus much more likely to engage with your brand.

Our platform leverages tons of data to identify this new audience, including:

- Visit Recency
- Visit Frequency
- Purchase Cycle
- Behavior
- Demographics
- Search Intent
- Time of Day
- Geography
- Sites Visited
- Social Data
- Offline Purchases
- Lifestyle

QUICKLY AND AUTOMATICALLY GROW ENGAGEMENT WITH THE BEST AUDIENCE FOR YOUR BRAND

Rocket Fuel is an intelligent ad serving technology company that combines the best of social, behavioral, contextual, search and many other data sources to understand consumer interest and intent. Our technology automatically finds people across the Web who are most likely to consider, respond and excite others about your brand. We deliver better ROI for premium marketers – *whether your objectives are brand-oriented or designed to drive a conversion event.*

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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