

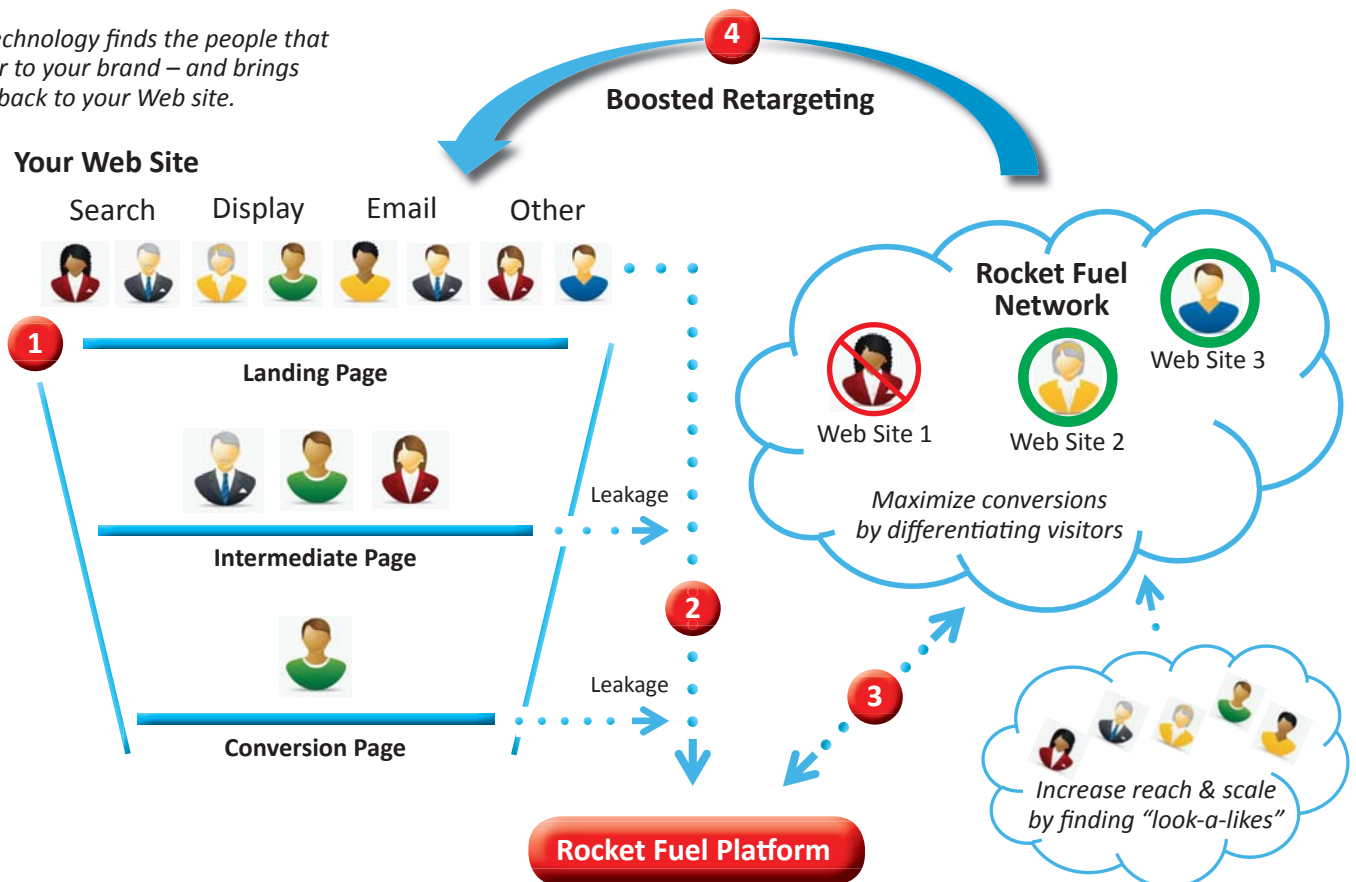
Search Booster



If you're focusing 100% on search, spending big bucks on Google, and being thrilled with a 5% conversion rate – you're letting 95% of your audience disappear. Why not boost your ROI and re-engage with that audience anywhere on the Web.

Rocket Fuel's **Search Booster** allows you to reach people across the Web who searched for you, went to your site, expressed interest in your product or service, and then left without completing a purchase or desired action. Search Booster automatically identifies people that have been to your site and puts your display ads in front of them – anywhere in our network, and as often as you want. It can even show different highly targeted ads to people who found you via different searches. It's the best way to bring people back after they leave your site and **turn those lost prospects into active customers.**

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



INSIGHTS TO HELP YOU BECOME SMARTER, FASTER

We learn a lot of stuff about audiences as we get to know their behavior. Insights that can help you build a better profile of the people that are coming to your site and searching for information about your products. Once we've identified this really great audience, doesn't it make sense to communicate with them again and again?

LOWER YOUR CUSTOMER ACQUISITION COSTS

Retargeting allows you to display a new ad targeted for a prospect who has already been exposed to your brand. This is done by tagging the user with a cookie after they have landed on your site or landing page. Regardless of their actions on your site, the cookie remains and identifies this user as one that has already visited your site. Later, when the same user visits a site within our network, we can display an ad that's based on that user's profile.

Knowing you're targeting someone who has already visited your site, the new ad can display a unique offer. This is a great way to entice a prospect that may not have purchased when they visited your site earlier. You can offer a specific offer or discount to this select group, giving you a better chance to capture a sale the second time around.

SEARCH+DISPLAY DEEPENS ENGAGEMENT, INCREASES SALES

comScore Networks recent study "Close the Loop: Understanding Search and Display Synergy" showed **combined search and display ad campaigns are far more engaging and effective** than those viewed individually. Online users who were exposed to both the search and display advertising campaigns increased their share of page views relative to competitive sites by 68%, and time spent by 66%.

More importantly, among those exposed to both the search and display ads, **purchases of the advertiser's products and services increased by 244% online** and 89% offline compared to online users with similar behavior who were not exposed to these ads.

DEFINE AND CUSTOMIZE YOUR CAMPAIGN METRICS

We are a hybrid network that can meet varied campaign objectives. Our focus goes beyond mere impression delivery – we can optimize results based on multiple objectives.



Target CTR(%)



Trials



Sales



Subscriptions



Newsletter Sign up



Downloads



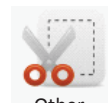
Leads



Brand Favorability



Brand Engagement



Other Actions

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).

Rocket Fuel Inc.

(650) 595-1300

www.rocketfuel.com

sales@rocketfuel.com