

“Rocket Fuel helped take the fat out of finding active customers and put muscle on the client’s bottom line by nearly doubling the expected ROI.”

INDUSTRY
Retail

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER Major Women’s Fitness Apparel Brand

AGENCY Well-known full service interactive agency with offices throughout the world.

NEED Find high-ROI media partner with premium brand-safe inventory to help drive women’s fitness apparel sales during Summer shopping season

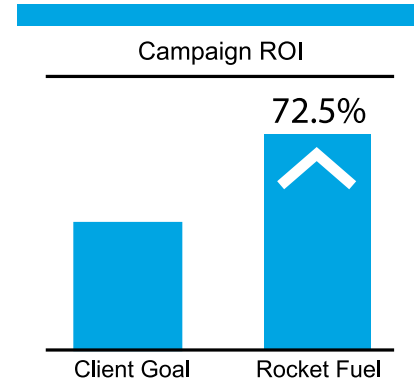
OBJECTIVES Boost online sales for women’s active lifestyle apparel

- Drive traffic to client’s branded online store
- Aggressive ROI goal for a high multiple of online sales for every dollar spent
- Boost online sales among target demographic
- Build brand engagement and affinity

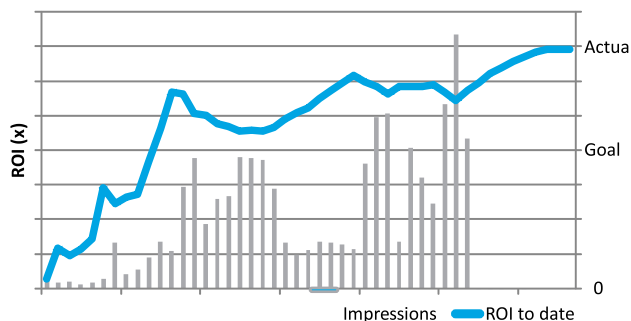
AUDIENCE Women (fitness intenders & in-market shoppers)

CAMPAIGN Display media with emphasis on sales revenue lift generated by online campaign

RESULTS Exceeded client’s ROI goal by 72.5%
Grew average daily order size by 20% over run of campaign



ROI Performance Over Time



Average Daily Order Size

