

“Rocket Fuel’s data-driven, precision targeting really took our campaign to a level of success that we didn’t think was possible.”

INDUSTRY
Professional Associations

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER The Society for Human Resource Management (SHRM) is the world’s largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India.

NEED Find a partner who can reach a large number of in-market prospects for industry learning programs, conference attendance and membership registration.

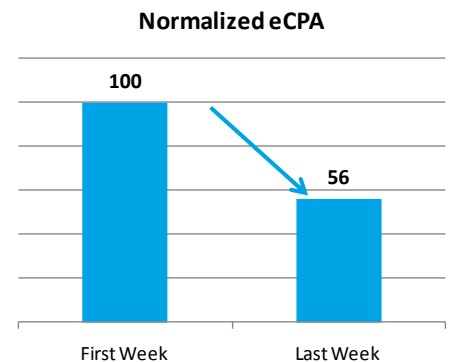
- OBJECTIVES**
- Boost sales and qualified leads for the SHRM Learning System®
 - Increase event registration of the SHRM Annual Conference & Exposition
 - Improve membership registration

AUDIENCE Adults over 30 years old with a college degree, in managerial positions at mid-sized companies.

CAMPAIGN Display media with data-driven audience targeting for behavioral, in-market buyer and purchase intent by individual segment. Leveraged retargeting to bring back lost prospects wherever they were on the Web.

RESULTS **Reached target audience at a low cost:**
In-flight Progressive Optimization™ improved cost of sales, leads and registrations by 44%.

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“Rocket Fuel quickly proved themselves to be a valuable partner by delivering great results, regardless of what our goals were. Their ability to deliver such exceptional results really speaks to the value and quality of their technology.”

Rebecca Thodos
Marketing Specialist, SHRM