

**FOR IMMEDIATE RELEASE**

## **Rocket Fuel Continues UK Expansion**

*Els De Witte Appointed as UK Marketing Director to Implement Marketing Strategy*

**London, UK** – 11 April 2011 – Rocket Fuel Inc., the company bringing rocket science to display advertising, today announced its continued expansion and investment into the UK market with the appointment of Els De Witte as UK Marketing Director. Based at the company's new European headquarters in London, Els will manage Rocket Fuel's marketing initiatives as it continues to shake up the UK digital advertising market with its real time behavioural profiling platform for UK agencies, brand advertisers, and publishers.

With more than 20 years in technology marketing, Els is a highly experienced and successful senior director with a proven track record of results. Fluent in Dutch, French, English, and proficient in German, Els joins Rocket Fuel from TradeDoubler, Europe's number one affiliate network, where she was Global Marketing Director. She has held European Marketing Director roles at Nimsoft, SuccessFactors, Citrix Online and Centra Software in the UK, as well as marketing management roles at Oracle and Intercai in Belgium.

"Els is an extremely effective professional marketer with a track record of success in high growth companies," said Dominic Trigg, Vice President and Managing Director of Rocket Fuel UK. "We look forward to her contribution to the UK team in helping us expand our market share, drive our European expansion and deliver outstanding results for our customers."

Rocket Fuel is revolutionizing the UK advertising market by bringing the industry's first and only real time, intelligent ad serving technology platform that combines the best of social, behavioural, contextual, geographical, search and other data sources to understand consumer interest and intent. Based on Artificial Intelligence algorithms from NASA Rocket Science technology, Rocket Fuel goes beyond other audience targeting solutions by combining demographic, lifestyle, purchase intent and social data with its own suite of targeting algorithms, blended analytics and expert analysis to find active customers. The powerful system interrogates leading data and ad exchanges, seeking out the right live audiences that are right for selected products – in real time. Rocket Fuel then uses patented feedback and testing algorithms to instantly optimise campaigns, adjusting them to peak efficiency from the very start to the moment they finish.

Unlike ad networks, Rocket Fuel doesn't shoehorn advertisers into pre-determined generic audiences. Instead, Rocket Fuel's automated technology identifies the top performing segments for each individual campaign and directs impressions to boost campaign performance in minutes, as opposed to the weeks or months it would take to pour through data and adjust it manually.

## **About Rocket Fuel**

Rocket Fuel Inc. is the company bringing rocket science to digital advertising. With its advanced technology, the company is helping marketers reach their brand goals quickly and easily, anywhere in the purchase funnel. Over 150-million people a month see ads from its Rocket Fuel Network, which combines behavioural, contextual, geographic, demographic, and many other techniques to yield results far more powerful than any method could on its own. Rocket Fuel automatically adapts advertisers' campaigns in real-time to optimize towards their goals – whether brand-oriented or performance driven. If you can measure it, Rocket Fuel can optimize it. The Silicon Valley-based company was founded by veterans from NASA, Yahoo! and DoubleClick. Rocket Fuel was named Best Start-up of 2010 by the San Francisco Business Times. In addition to its UK operations, Rocket Fuel's corporate headquarters are in Redwood Shores, California. For more information visit [www.rocketfuel.com/uk](http://www.rocketfuel.com/uk).

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