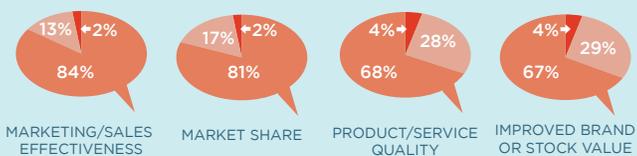
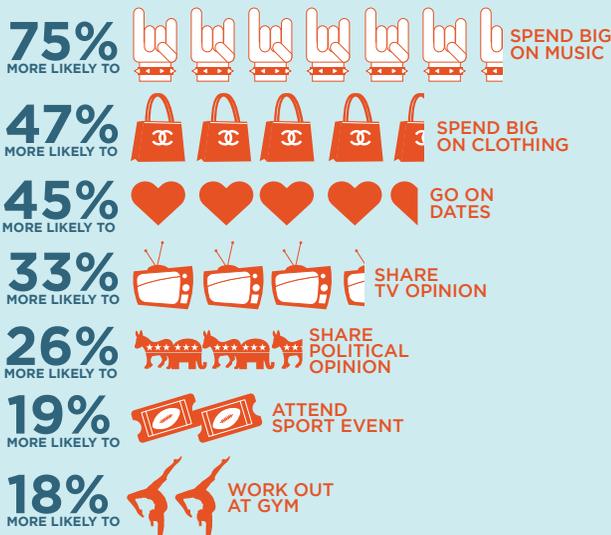
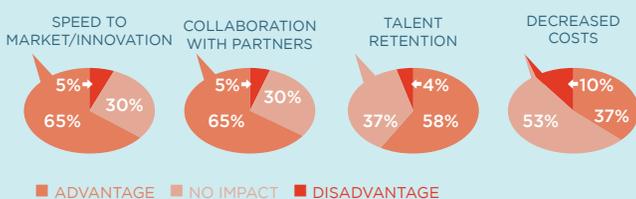


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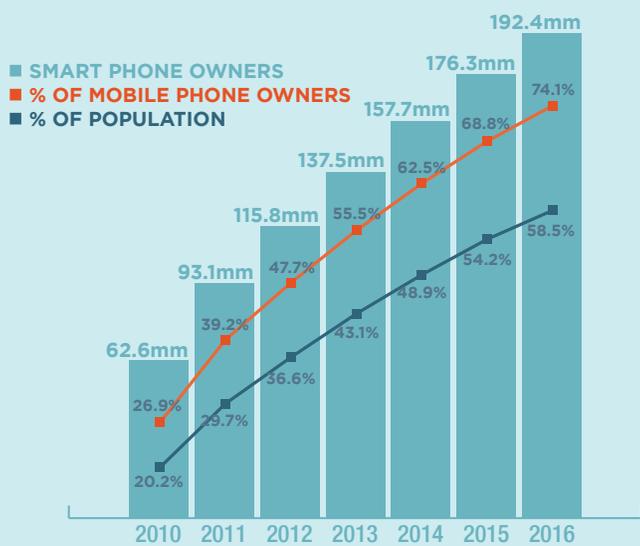
WHEN COMPARED TO THE AVERAGE ADULT INTERNET CONSUMER, ACTIVE ADULT SOCIAL NETWORKERS ARE...



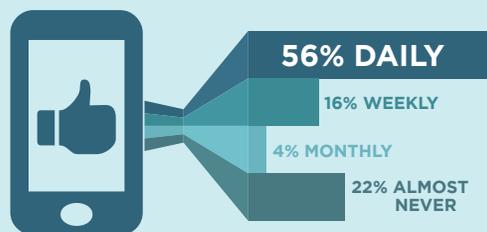
## EFFECT OF SOCIAL ENGAGEMENT ACCORDING TO SENIOR EXECS IN NORTH AMERICA, FEB 2012



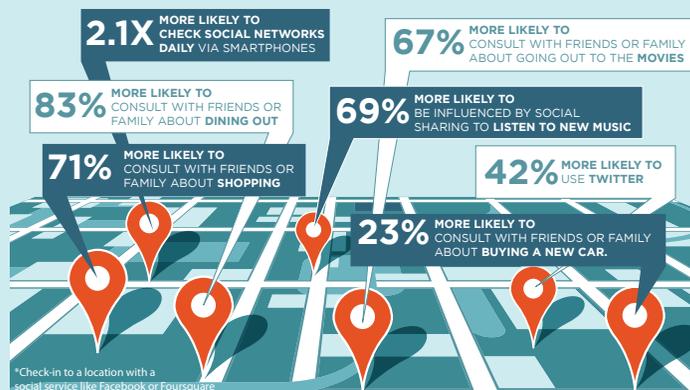
## US SMARTPHONE OWNERS AND PENETRATION 2010-2016



## HOW OFTEN DO YOU USE YOUR SMARTPHONE TO CHECK SOCIAL NETWORKS?



## PEOPLE WHO "CHECK IN\*" FREQUENTLY vs PEOPLE WHO DON'T



## LOCAL INFO SEEKERS



## SMARTPHONES ARE AN INTEGRAL PART OF A MULTI-CHANNEL PURCHASE PROCESS



## HALF OF THOSE WHO SEE A MOBILE AD TAKE ACTION



"WOULD YOU DESCRIBE YOUR SMARTPHONE AS AN ANDROID, IPHONE OR BLACKBERRY?"



Sources: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011 / eMarketer, April 2012 / PulsePoint Group and Economist Intelligence Unit (EIU), "The Economics of the Socially Engaged Enterprise," March 26, 2012 / Pew Internet Research / Rocket Fuel Survey, May 2012



# FASTFACTS



founded **2008**

**182** people

**13** offices

**1849** campaigns

**>90%** customer retention

**22** >\$1mm customers

## Rocket Fuel In A Nutshell

Rocket Fuel is the leading provider of artificial intelligence advertising solutions that transform digital media campaigns into self-optimizing engines that learn and adapt in real-time, and deliver outstanding results from awareness to sales. Recently awarded #22 in Forbes' Most Promising Companies in America list, over 500 of the world's most successful marketers trust Rocket Fuel to power their advertising across display, video, mobile, and social media. Founded by online advertising veterans and rocket scientists from NASA, DoubleClick, IBM, and Salesforce.com, Rocket Fuel is based in Redwood Shores, California, and has offices in thirteen cities worldwide including New York, London, and Toronto.



## What Makes Rocket Fuel Unique?

Rocket Fuel has created a new class of computing by synthesizing leading edge research and development in artificial intelligence, big data, machine learning, and decision science, and is the only real-time digital media bidding and ad management platform built from the ground up that solves one of the most important issues in marketing – how to deliver exactly the right ad, in front of exactly the right person, at exactly the right time, across all addressable media, and at a scale never before seen in the history of marketing technology.



## What Is Rocket Fuel's Value Proposition?

Marketers need to ensure that every impression makes an impression up and down the marketing funnel and across addressable advertising channels. Everyday, consumers generate petabytes of ad and audience data, and if marketers could accurately analyze this information to predict who was exactly the right person to receive (and be receptive to) an ad at any moment in time, they would reach more people with less waste – buying only media that delivers ROI. Rocket Fuel's platform, built by data scientists and PhDs, turns the practice of media buying into real-time precision science.



## What Is Rocket Fuel's Vision?

Rocket Fuel delivers on the holy grail of advertising: measurable 1-to-1 marketing at scale. The Rocket Fuel platform learns from itself, making each consecutive ad decision more and more precise. Advertising programs turn into intelligent, computational life forms that continuously adapt to changing and evolving data streams, performance signals, and media environments. Over time, we will generate more value for marketers, provide addressable advertising solutions for the \$500Bn global advertising market, and build a great company with great people, superior technology, and one that stands as a monument to the triumph of reason and science.



## Is Rocket Fuel Right For Me?

If you have measurable objectives, you are our kind of customer. If you can measure it, we can optimize it. Give us a call at 1-888-717-8873 or email us at [sales@rocketfuel.com](mailto:sales@rocketfuel.com) and we'll be happy to get you started.



[rocketfuel.com](http://rocketfuel.com)