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## Rocket Fuel Launches New Anti-Malvertising Platform Leveraging the Power of AI and Google Cloud Vision API

*Rocket Fuel's Platform Improves Protection For Advertising Partners And Consumers*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ:FUEL), a predictive marketing platform, today announced a new solution to fight malvertising in the advertising ecosystem through a robust, multi-layered detection and prevention system. Rocket Fuel uses Google Cloud Vision API to detect and reject certain ad types that are prohibited, thus protecting consumers in an effort to ensure client campaigns are free of malicious ads.

Rocket Fuel's system applies artificial intelligence, big data, blacklists and multiple anti-malware tactics to heavily scrutinize ads. By leveraging Google Cloud Vision API, Rocket Fuel can further identify and prevent for advertisers a substantial number of ads that fail to render or click-through correctly, as well as protect consumers against malicious intent. This ultimately results in significant savings for brands and agencies, allowing them to provide a better consumer experience.

"Malvertising and those who perpetuate it have been a huge problem for the digital advertising industry for years," said Randy Wootton, CEO of Rocket Fuel. "Rocket Fuel is committed to the fight against malicious ads and by continuing to leverage outside technologies like Google Cloud Vision API, we can take even greater strides in protecting brands, agencies and consumers."

Additional anti-malvertising capabilities on the Rocket Fuel platform include:

- 1 **Text Inspection:** Activation of Google Translate to automatically translate copy in ads in 104 foreign languages to detect prohibited products and "click-bait" ads.
- 1 **Assisted Automation:** If ads are free of malware, screening happens in milliseconds. When an ad is flagged as suspicious, it gets held for human review. Ads that require human review are then typically turned around in a matter of hours.

DoubleClick Ad Exchange (AdX) maintains the highest standards for ad quality and requires that their partners submit clean ads to run on DoubleClick Ad Exchange inventory. Rocket Fuel initially built its platform to comply with DoubleClick Ad Exchange's strict requirements. After seeing its success, the platform was rolled out to all of Rocket Fuel's inventory partners, now representing more than half a billion impressions per day.

To learn more about Rocket Fuel's multi-layer malvertising prevention services, please visit <https://rocketfuel.com/project-malware-nowhere/>.

### About Rocket Fuel

Rocket Fuel is a predictive marketing software company that uses artificial intelligence to empower agencies and marketers to anticipate people's need for products and services.

Headquartered in Redwood City, Calif., Rocket Fuel has more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL." Rocket Fuel, the Rocket Fuel logo, Moment Scoring, Advertising That Learns and Marketing That Learns are trademarks or registered trademarks of Rocket Fuel Inc. in the United States and other countries.

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