



May 3, 2017

## **CORRECTING and REPLACING Media Alert: Rocket Fuel Explains the Value of Digital Ad Solutions at Top NewFronts Events in May 2017**

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The date for the "Rocket Fuel at Brand Innovators: Future of Media" event should be May 4, 2017 (instead of March 4, 2017).

The corrected release reads:

### **MEDIA ALERT: ROCKET FUEL EXPLAINS THE VALUE OF DIGITAL AD SOLUTIONS AT TOP NEWFRONTS EVENTS IN MAY 2017**

Join [Rocket Fuel](#) (NASDAQ:FUEL), a predictive marketing platform, throughout May, as the company participates in the numerous events surrounding NewFronts this year. Rocket Fuel will take the stage with its partners to share how the company's predictive platform is helping marketers adapt to ever-evolving consumer media consumption habits.

#### **Rocket Fuel at Brand Innovators: Future of Media**

**WHO:** Jon Stewart, Senior Director, Marketing

**WHAT:** Rocket Fuel will be discussing research that it conducted in partnership with Integral Ad Science to understand whether the impressions categorized as in-stream were actually running where publishers claimed they would be. Rocket Fuel will explain what percent of placements labeled as in-stream ran in-banner, the extent to which traditional tactics can successfully identify and block in-banner placements, and how advertisers can run video campaigns that are scalable, efficient and transparent.

**WHERE:** 360i  
32 Avenue of the Americas, 6th Floor  
New York, NY

**WHEN:** Thursday, May 4, 2017  
10:40AM ET

**MORE INFO:** Learn more at: <http://brand-innovators.com/futureofmedianyc/>

#### **Rocket Fuel at IAB NewFronts Insights Lunch**

**WHO:** Jon Stewart, Senior Director, Marketing, Rocket Fuel  
Cara Kantrowitz, Director, Client Consulting, Nielsen

**WHAT:** At IAB's annual NewFronts Insights lunch, Rocket Fuel, in partnership with Nielsen, will present original research that showcases the challenge and opportunity in connecting TV and Digital in 2017. As media consumption patterns change, marketers are presented with new opportunities and risks. Rocket Fuel will unpack the data to clearly outline the trends that are driving optimal digital solutions.

**WHERE:** IAB Ad Lab  
116 E. 27th Street, 8th Floor  
New York, NY

**WHEN:** Wednesday, May 10, 2017  
12PM - 3PM ET

**MORE INFO:** Learn more at: <https://www.iab.com/digital-content-newfronts-2017-iab-newfronts-research-lunch/>

## 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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