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## **Rocket Fuel Expands Brand Capabilities with Native Advertising Powered by Artificial Intelligence**

*Brands Gain Reach and Provide Access To Quality Native Inventory Through Rocket Fuel Predictive Marketing*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ:FUEL), a predictive marketing platform, today announced native advertising capabilities to help agencies and brands bolster their digital marketing campaigns. Through existing partnerships with suppliers including DoubleClick Ad Exchange, Nativo Open, PubNative, Sharethrough and TripleLift, Rocket Fuel now provides seamless access to high-quality native inventory that allows clients to increase authentic engagement with target audiences in the moments where they will be most receptive.

"As agencies and brands strive to anticipate consumer needs and deliver authentic, relevant experiences for consumers, we've seen the opportunity for our clients to leverage native as an extension of their existing campaigns," said John Genna, VP of Product Marketing at Rocket Fuel. "At Rocket Fuel, native is simple, scalable, and much more effective at leveraging our predictive marketing platform and the quality inventory of our partners."

The demand for native is quickly growing. BI Intelligence predicts that by 2021, 74 percent of total US display revenue will be native, up nearly 25 percent since 2015. Rocket Fuel addresses this need by integrating its predictive marketing platform into partner native supply to access best in-feed and recommendation widget native inventory. This technology ultimately allows marketers to stand out through the noise and capture consumer attention across multiple partners and devices during the moments that matter.

"With its integration with the TripleLift Native Exchange, Rocket Fuel's customers can now access over 30 billion in-feed native ads monthly across hundreds of the world's best publishers," said Ari Lewine, Co-Founder and Chief Strategy Officer of TripleLift. "Rocket Fuel's AI-driven platform can identify the opportune moments to bid on native inventory combined with the superior effectiveness of native ads represents the evolution of programmatic advertising."

"We're excited that advertisers on the Rocket Fuel platform will be able to leverage its sophisticated use of real time data and superior platform performance against the premium publisher inventory of over 1200 sites and apps on the Sharethrough Exchange," said Alex White, VP Product Marketing, Sharethrough. "It's great to see a company like Rocket Fuel investing in creating high quality native ad experiences that don't disrupt the user experience and enabling them at scale."

Currently, the Rocket Fuel Native offering is an open beta for current clients who seek to add contextually relevant, engaging content to their campaigns. To learn more about Rocket Fuel's Native offering, please contact [sales@rocketfuelinc.com](mailto:sales@rocketfuelinc.com).

### **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.

### **About TripleLift**

TripleLift is the industry's first and largest programmatic native advertising platform. The company's technology allows brands to amplify content through in-feed native ads that match the unique look and feel of thousands of publishers. Publishers leverage TripleLift's technology to create a new revenue stream by monetizing their in-feed inventory. For more information about TripleLift, please visit [triplelift.com](http://triplelift.com).

### **About Sharethrough**

Founded in 2008, Sharethrough is the leading global native advertising platform, helping publishers maximize revenue and brands earn meaningful attention by powering ads that fit into - rather than interrupt - the audience experience. Sharethrough's flagship product, Sharethrough for Publishers (SFP), is a native advertising Supply Side Platform used by the world's largest publishers to power their complete monetization strategy for in-feed native ad inventory across mobile, tablet and desktop. Sharethrough is headquartered in San Francisco, with offices in New York, Chicago, Los Angeles, Austin, Detroit, London, Tokyo and Toronto.

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