



March 21, 2017

Rocket Fuel Expands Partnership with IBM by Embedding Watson Cognitive Capabilities into Its Predictive Marketing Platform

Cognitive technology detects brand sentiment in online news content to inform digital advertising

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ: FUEL), a leading predictive marketing platform provider, today announced a new capability called "Brand Moments" that embeds IBM Watson technology. Through this integration, Rocket Fuel, with IBM Watson Discovery, is informing consumer purchase decisions by using cognitive computing to identify keywords and brand sentiment signals in real-time. These keywords are then fed into Rocket Fuel AI to drive better performance, improved brand safety, and deeper intelligence for businesses.

"By facilitating AI to AI communications with IBM Watson Discovery, Rocket Fuel is applying AI in radically new ways to help solve digital marketers' toughest challenges," said Randy Wootton, CEO at Rocket Fuel. "The next generation of digital marketers are realizing that access to data is not enough; real insight comes from applying AI powered decision making to various digital brand interactions. By using AI-powered tech, like Rocket Fuel's Moment Scoring Technology, predictive marketers are able to uncover value in data sets that previously meant nothing to them and translate these insights into marketing that is more meaningful for their customers."

"We're excited about the opportunity that Rocket Fuel's implementation of Watson Discovery opens up for marketing and advertising programs," said Beth Smith, general manager, IBM Watson. "Businesses in all industries are benefiting from Watson's cognitive technologies; Watson Discovery is the latest in a series, giving those enterprises limitless possibilities."

Rocket Fuel is testing the Brand Moments service with a few select customers. Upon completion, Brand Moments will be available to Rocket Fuel customers that advertise in the U.S. market.

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.

Rocket Fuel is headquartered in Redwood City, Calif., 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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Source: Rocket Fuel

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