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Rocket Fuel Enhances Self-Service Platform with Dynamic Creative and Native Solutions

Rocket Fuel One Of First Omnichannel DSPs To Offer Self-Service Dynamic Creative

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ:FUEL), the leading predictive marketing platform, today announced new self-service offerings, including Dynamic Creative and improved Native capabilities that seamlessly integrate into Dynamic Creative. As one of the first omnichannel DSPs to offer self-service Dynamic Creative, these combined solutions allow brand marketers to build, customize, and traffic dynamic creative campaigns within the Rocket Fuel DSP to drive competitive performance and extend overall campaign reach.

Rocket Fuel's Dynamic Creative for self-service combines industry-leading *SmartGrid* technology, allowing for flexible and automatic ad creation of 36 ad sizes and formats. Powered by Rocket Fuel's artificial intelligence, this technology dynamically selects the layout and products most appropriate for each advertising moment. Using this technology, brands can create targeted advertisements that are tailored in real-time based on prospective consumers' internet browsing habits. Combined with Rocket Fuel's Native capabilities, this inventory and reach is extended even further.

"At Rocket Fuel it is important for us to ensure that advertisers can create and manage personalized creative for every device and moment to reach their target audiences effectively. It allows them to connect with consumers in a way that feels more authentic and tailored to the moment," said Randy Wootton, CEO of Rocket Fuel. "The ability to run dynamic creative in a self-service context, especially coupled with Native capabilities, is a major differentiator to our DSP."

"At Threepipe we believe that programmatic creative will be one of the leading advances in ad tech in the next few years. For too long DSPs have had their algorithms focused only on the who and when of advertising but not the message being delivered," said Michael Feilden, Head of Marketing Technology at Threepipe. "This gave rise first to banner blindness and then to ad-blocking reducing the effectiveness of advertising. In an effort to rebalance this for our clients we have partnered with Rocket Fuel to deliver personalized content, using its self-service Creative Studio solution, to deliver a more engaging experience. In this way we are striving to not only improve the experience of our clients' site visitors but also of brand new prospects using tailored content to make their ads more impactful across their entire purchase cycle."

Rocket Fuel's Dynamic Creative solution is currently available to both managed and self-service customers. To learn more, visit <https://rocketfuel.com/new-in-the-rocket-fuel-dsp-dynamic-creative>.

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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