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Rocket Fuel Named a Contender in 2017 Real-Time Interaction Management Report

Independent Research Firm Recognizes Global Predictive Marketing Platform for Helping Optimize Media Strategies for Digital Advertising

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ: FUEL), a predictive marketing platform, today announced that it was named a contender among real-time interaction management platforms by independent research firm Forrester as part of its recently released report, "The Forrester Wave™: Real-Time Interaction Management, Q2 2017." The report assesses and identifies the top providers in the RTIM space, and outlines how Rocket Fuel covers RTIM use cases for digital advertising and provides customer insights to the technologies that manage offline use cases. Forrester writes: "Rocket Fuel integrates its data management platform, demand-side platform, and AI-enabled 'Moment Scoring' technology to help optimize media strategies."

"This latest report illustrates that marketers are finally adopting the benefits of artificial intelligence for driving value across the vast connected channels that brands are challenged to orchestrate," said Randy Wootton, CEO of Rocket Fuel "We're excited to participate in this report alongside some of the largest tech companies working on RTIM and to show marketers the impact that AI has on data aggregation, personalization across the marketing ecosystem, and the insights we can garner together."

"It's been interesting to see the consistent consolidation in market, and how successful companies within marketing technology are broadening the data they take on and the channels they serve," said Eric Duerr, CMO of Rocket Fuel. "I believe that our orientation within this report is a testament to how Rocket Fuel's powerful AI capabilities help marketers make smarter, faster, more informed decisions by studying billions of consumer interactions every day and predicting in real-time the best moment and best environment to interact with individuals."

Vendors in the report were evaluated based on a number of criteria across three main categories: Current Offering, Strategy, and Market Presence. Rocket Fuel earned the following scores in these criteria:

- | Offer Orchestration (2.5 out of a possible 5.0)
- | Measurement and Optimization (3.0 out of a possible 5.0)
- | Performance (4.0 out of a possible 5.0)
- | Supporting Services (3.0 out of a possible 5.0)
- | Partner Ecosystem (3.0 out of a possible 5.0)

Forrester's report also notes that "[Rocket Fuel] primarily manages digital advertising strategies but also personalizes web, eCommerce, and mobile app content, and it integrates with email and mobile messaging providers for retargeting or triggered communications."

For more information about The Forrester Wave™: Real Time Interaction Management, Q2 2017 report, please visit <https://info.rocketfuel.com/forrester-rtim-wave.html>.

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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Bite for Rocket Fuel:
Bethany Mullinix, 415-817-9990
rocket_fuel@biteglobal.com

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