



May 30, 2017

Rocket Fuel Named a Leader in 2017 Omnichannel Demand-Side Platforms Report

Independent Research Firm Recognizes Global Predictive Marketing Platform for Bringing AI to Marketers

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ:FUEL), a predictive marketing platform, today announced that it was named a leader among omnichannel demand-side platforms by independent research firm Forrester as part of "[The Forrester Wave™: Omnichannel Demand-Side Platforms, Q2 2017](#)," released today. The report assesses and identifies the top demand-side platform (DSP) providers in the adtech space, and outlines how Rocket Fuel is providing self-service users with artificial intelligence (AI) and machine learning (ML), stating that the company's future is "self-service and bringing AI to marketers."

"Forrester's Q2 2017 DSP Wave Report illustrates that the digital media industry has reached an important inflection point," said Randy Wootton, CEO of Rocket Fuel. "CMOs are demanding best-in-class technology that also enables portfolio-wide performance. As the leading predictive marketing platform, we look forward to continuing to expand our integrations with the broader marketing technology ecosystem and to extend these partnerships to include AI-to-AI syncing."

"We've been enthusiastic about the implications of AI and machine learning within marketing, and Rocket Fuel is proud to be recognized by Forrester Research as a leader in this category," said Eric Duerr, CMO of Rocket Fuel. "Bringing the power of AI to brands, agencies, and marketers gets everyone excited, and I believe that this recognition reinforces both our strategic vision as well as the significant impact we're making in the industry."

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 highest score possible in the following categories:

- | Client satisfaction
- | Inventory quality
- | Campaign setup and management
- | Campaign health and reporting
- | Audience insight and discovery
- | Future product roadmap

Forrester's report also notes how Rocket Fuel "sees the investment in AI and ML approaches evolving to bring AI-as-a-service to its clients in the future."

For more information about The Forrester Wave™: Omnichannel Demand-Side Platforms, Q2 2017 report, please visit <https://info.rocketfuel.com/forrester-dsp-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.

View source version on [businesswire.com](http://www.businesswire.com/news/home/20170530006270/en/): <http://www.businesswire.com/news/home/20170530006270/en/>

For Rocket Fuel:
Bethany Mullinix, 415-817-9990

bethany.mullinix@biteglobal.com

Source: Rocket Fuel

News Provided by Acquire Media