



March 10, 2017

Media Alert: Rocket Fuel Demonstrates the Value of Predictive Marketing at Top Conferences in March 2017

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Join [Rocket Fuel](#) (NASDAQ: FUEL), a predictive marketing platform, throughout March, as the company participates in three top technology events in 2017: [SXSW](#) (March 10 - 15, 2017), [IBM InterConnect](#) (March 19 - 23, 2017), and [IBM Amplify](#) (March 20 - 22, 2017). Rocket Fuel will take the stage with its partners to share how its predictive marketing platform, combined with the power of AI and machine learning technologies, is changing the way brands and agencies connect with their customers.

Rocket Fuel At SXSW

- WHO:** Randy Wootton, CEO of Rocket Fuel
Digital Marketing Representative from JPMorgan Chase
- WHAT:** At SXSW's Brand Innovators Summit, Rocket Fuel will host a fireside chat with JPMorgan Chase to discuss how AI is transforming marketing, and the impact predictive marketing will have on brands. We are moving into an era of truly predictive marketing - using AI to anticipate consumer needs and wants, optimizing every part of the marketing mix to deliver the seamless, always-relevant experiences that people value.
- WHERE:** Lamberts Restaurant
401 West 2nd Street
Austin, TX 78701
- WHEN:** Sunday, March 12, 2017
4:00 - 4:25pm PT
- MORE INFO:** Learn more at: <http://brand-innovators.com/austin/>

Rocket Fuel At IBM InterConnect: Session One

- WHO:** Randy Wootton, CEO of Rocket Fuel
- WHAT:** Keynote: Watson AI For Business, hosted by Beth Smith, General Manager, IBM Watson Platform
- WHERE:** IBM InterConnect
Mandalay Bay Las Vegas
Ballroom H
- WHEN:** Tuesday, March 21, 2017
1:30 - 2:15pm PT
- MORE INFO:** <https://www.ibm.com/cloud-computing/us/en/interconnect/keynotes/>

Rocket Fuel At IBM InterConnect: Session Two

- WHO:** Mark Torrance, CTO at Rocket Fuel
Rob Delwo, Lead Product Manager, Watson Discover at IBM
Phil Anderson, Senior Product Manager, Watson at IBM
- WHAT:** Keynote: Watson AI For Business, hosted by Beth Smith, General Manager, IBM Watson Platform

Have you been struggling to make sense of call transcripts, sales notes and other unstructured data to better understand what's really going on in your sales accounts, products, marketing campaigns and services? Watson Discovery Service can help ... without breaking the bank or the staffing plan. IBM Watson experts will discuss the latest advancements with the service that can enable you to quickly upload, enrich, and index large collections of your private data or public data. This session is one of two focused on the rich capabilities of the IBM Watson Discovery Service

WHERE: IBM InterConnect
Mandalay Bay Las Vegas
Islander C

WHEN: Wednesday, March 22, 2017
3:15 - 4:00pm PT

MORE INFO: <https://myibm.ibm.com/events/interconnect/all-sessions/session/2935A>

Rocket Fuel at IBM Amplify: Session One

WHO: John Mruz, VP, Strategic Partnerships at Rocket Fuel
John Ken, Senior Managing Consultant and Account Director at IBM

WHAT: Breakout session: Transforming the Customer Journey through AI-Based Cross-Channel Execution

The increasing adoption of digital technologies and AI has profoundly impacted the automotive buying cycle. IBM Watson and its Predictive Marketing developer partner, Rocket Fuel, show how they are helping a joint auto OEM client improve the customer experience through data-driven innovation. See how insights uncovered by IBM Watson are combined with Rocket Fuel's artificial intelligence to improve the client's ability to predict customer behavior. Finally, watch how together these data-driven innovations enable the client to reach its customers at the right moment on the right device with the right message across all addressable channels.

WHERE: IBM Amplify Conference
MGM Grand, Las Vegas
Room 112

WHEN: Wednesday, March 22, 2017
9:00 - 9:45 am PT

MORE INFO: Learn more at <https://www-01.ibm.com/software/events/amplify/>

Rocket Fuel at IBM Amplify: Session Two

WHO: John Mruz, VP, Strategic Partnerships at Rocket Fuel

WHAT: Breakout Session: Uncovering the Value of AI for Predictive Marketers in 2017

The proliferation of artificial intelligence is transforming global business, ushering in an era of competition that will be dominated by a new business model - the Predictive Enterprise. By using AI, predictive marketers are uncovering value in the masses of data that previously meant nothing to them to deliver impactful marketing moments that matter. This session will discuss how Rocket Fuel is using IBM Watson to inform consumer purchase decisions by feeding brand sentiment insights into Rocket Fuel's AI. By facilitating AI to AI communications, Rocket Fuel and its use of IBM Watson demonstrate the limitless possibilities for the future of the Predictive Enterprise.

WHERE: IBM Amplify Conference
MGM Grand, Las Vegas

WHEN: Tuesday, March 21, 2017
9:00 - 9:45am PT

MORE INFO: Learn more at <https://myibm.ibm.com/events/amplify/all-sessions/session/1842B>

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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