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## Rocket Fuel Named a Snapchat Certified Partner, Providing Brands with Enhanced Video Solutions

*Addition of Snapchat rounds out Rocket Fuel's predictive marketing platform with one of the most robust video offerings on the market*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, Rocket Fuel, the leading predictive marketing platform, announced that it has been named a Snapchat Certified Partner. The addition of Snapchat to the Rocket Fuel predicting marketing platform significantly increases the audience reach and demographic segments available to brands, while also allowing them to leverage Rocket Fuel's existing support for connected TV, instream and outstream video, and full episode player.

With more than 166 million daily active users reported globally as of Q1 2017, the Snapchat integration will allow marketers using Rocket Fuel's predictive marketing platform to take advantage of this large and highly engaged audience, as well as Snapchat's compelling ad formats and its new measurement tools via one of the most comprehensive video offerings for brands and their agencies. The new capabilities include:

- | Snap Ads, which are full-screen, 100 percent viewable, and have audio on by default;
- | Filters, which can be customized and allow brands to be where their products are bought, thought about, or consumed;
- | Snap Ads with Attachments, which include Long-Form Video, App Install, and Web View to allow brands to drive towards specific experiences from a Snap Ad.

"We're excited to integrate Snapchat into our predictive marketing platform, allowing Rocket Fuel brands to leverage its highly engaged audience, unique ad formats and measurement," said Randy Wootton, CEO of Rocket Fuel. "Our goal is to provide brand marketers with the most well-rounded video solution that also allows them to take advantage of our industry-leading AI and moment scoring technology so they can seamlessly connect with the right person at the right moment with the right message in today's often noisy digital environment."

The Snapchat integration will be available to Rocket Fuel customers in all markets where Snapchat has a presence, including both the U.S. and U.K. For more information about Rocket Fuel's social video offering with Snapchat, visit Snap's Partner website [here](#) or email [sales@rocketfuelinc.com](mailto:sales@rocketfuelinc.com). For more information about Rocket Fuel's predictive marketing platform, visit [www.rocketfuel.com](http://www.rocketfuel.com).

### 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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