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Rocket Fuel Announces Certification With Mediaocean Prisma to Give Agencies Direct Access to Rocket Fuel Media

Mediaocean And Rocket Fuel Make Programmatic Media Buying More Seamless For Top Holding Companies And Their Agencies

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel (NASDAQ: FUEL), the leading predictive marketing platform, today announced the certification and integration of its programmatic capabilities directly into Mediaocean's media management platform, Prisma. Through the Prisma workflow solution, Mediaocean's agency media buyers can now easily buy, run and analyze Rocket Fuel media campaigns. Mediaocean is the largest platform used by major holding companies and their agencies to manage media buying and planning, creating a more direct relationship between Rocket Fuel and these entities.

Agencies can purchase Rocket Fuel media alongside direct publisher buys, creating a streamlined process for transmitting programmatic media orders to Rocket Fuel made within the Mediaocean platform. This also allows media planners to easily add and test new Rocket Fuel campaigns, optimize existing placements within the Prisma platform, and receive real-time delivery information on how existing campaigns are performing.

In the current programmatic advertising landscape, agencies often still work in silos and can be left to manually manage the workflow with DSPs as part of a broader media buy. With a more automated management process, the number of steps that agencies' buyers must take to integrate a DSP are significantly reduced, and programmatic buys are instantly integrated within an agency's overall media practice. Rocket Fuel and Mediaocean's partnership allows for this automation to take place for all direct and programmatic campaigns running through the Prisma platform.

"We are excited to make Rocket Fuel's platform and AI capabilities easily available to thousands of media planners at every major agency in their trusted platform," said Randy Wootton, CEO of Rocket Fuel. "Through this relationship, hundreds of agencies and every major holding company can launch new programmatic campaigns and test them against their other media plan placements."

Rocket Fuel and Mediaocean will be rolling out these capabilities to agencies over the course of the next several months and internationally later this year. To learn more about the integration and the Rocket Fuel DSP, visit 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.

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.

About Mediaocean

Mediaocean is the world's leading media software company that automates every aspect of the advertising workflow -- from planning, buying and selling, to analyzing and optimizing, to invoicing and payments. Mediaocean's open cross-media platforms power \$140 billion in global media budgets, and have unmatched reach and bridge traditional and digital media. Mediaocean serves more than 80,000 users across agencies, advertisers, broadcasters and publishers worldwide. The company employs 900 people worldwide and is part of the Vista Equity Partners portfolio of software companies. Mediaocean is headquartered in New York with ten offices worldwide. Learn more at mediaocean.com, or connect with Mediaocean on LinkedIn, Facebook or Twitter.

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