



### About Rocket Fuel

- [www.rocketfuel.com](http://www.rocketfuel.com)
- Headquarters in Redwood Shoes, CA
- 66+ employees and growing fast
- Rocket Fuel Inc. is the company bringing rocket science to digital advertising. With its advanced technology, the company is helping marketers reach their brand goals quickly and easily, anywhere in the purchase funnel.

### Goals

- Scale up to support rapid growth (10X revenue in 12 months)
- Manage more and larger campaigns for more clients
- Deliver even better results in even less time

### Approach

- Integrate DoubleClick Bidder API with Rocket Fuel Platform
- Gain automation and real-time bidding

### Results

- Fast integration in five days by a junior programmer
- Time to create each ad cut from 3 minutes to >1 second
- New capability to create and test a campaign for every ad size
- More granular control of client budgets
- Continued client success and repeat business

## Rocket Fuel Gets a Boost Through The DoubleClick Ad Exchange API

Launched in 2008 by veterans from online advertising, Rocket Fuel Inc. has a mission to help everyone in the business: advertisers, publishers and consumers.

The Rocket Fuel System does this by combining behavioral, contextual, demographic, geographic and other techniques to optimize campaigns for hundreds of clients, including 8 of the top-10 global brands, as identified in the Interbrand Best Global Brands 2010 rankings.

In the past 12 months, Rocket Fuel has grown its revenues 10X and tripled its headcount. Today, more than 150-million people a month see ads from the service. "That produces all sorts of interesting challenges," says Nikolai Rochnik, the company's head of operations. "Even though our office is bursting at the seams, we want to make sure that we continue to deliver exceptional customer service and successful campaigns as we scale."

Rocket Fuel's spectacular growth has been fueled in part by linking to the DoubleClick Ad Exchange through its API.

"The improvements we're talking about with the API are about efficient management and the ability to take on more campaigns. As a result, we're now running over 900 campaigns on DoubleClick Ad Exchange at any given point. It's very much a core of our business," Nikolai Rochnik, head of operations, Rocket Fuel Inc.

### Even better results in even less time

Advertisers really care about two things, notes Nikolai, volume and performance; they want to run lots of ads that get great results. To meet this challenge, Rocket Fuel had to find a way to optimize every campaign to generate even better results in even less time.

The Ad Exchange API enables developers to link their platforms directly to the Ad Exchange platform for faster, more automated operations. To Nikolai, that sounded like just the boost they needed.

"To us, Ad Exchange is more important than any other exchange," says Nikolai. So he pushed to link Ad Exchange with the Rocket Fuel System through the API.

You might think using an API would be as tough as rocket science. Not this time, since DoubleClick packaged its API with a full kit of documentation and code samples to make it easier to use. A junior programmer from Rocket Fuel was able to handle the whole integration in just five business days.

### More speed and more control

"The API reduces the cost of launching and optimizing campaigns, and that in turn encourages experimentation," says Nikolai. "Where before the API integration we would really have to think about specific tactics for a campaign, we can optimize to a huge variety of tactics today."

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**About DoubleClick Ad Exchange** DoubleClick Ad Exchange offers an open and transparent marketplace that aggregates buyers and sellers of online display advertising, creating a large pool of global inventory with extensive reach. Through an impression-by-impression auction marketplace, Ad Exchange connects industry-leading online publishers with top-tier advertisers, agencies and networks. For more information, visit: [http://www.google.com/doubleclick/advertisers/ad\\_exchange.html](http://www.google.com/doubleclick/advertisers/ad_exchange.html)

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More tactics means better results for clients, which drives more repeat business and bigger campaigns in the future.

Rocket Fuel also gained speed. For instance, it used to take staff members three minutes to create one ad through the Ad Exchange manual interface. Today, they can create an ad in less than a second and sustain that rate over time, with little chance of mistakes.

“This speed advantage means we can easily create—and test—a separate campaign for every different ad size. That enables us to control budgets in a very granular way, if a client needs it,” says Nikolai.

The integration with Ad Exchange has allowed Rocket Fuel’s optimization technology to stop, start and adjust budgets many times a day. With every campaign optimized every 15 minutes, Rocket Fuel clients can make quick course corrections. And Ad Exchange campaigns can be paused and resumed automatically, according to daily budgets set by clients.

#### **Reliable and feature-rich**

As a technology firm, Rocket Fuel knows what it takes to support clients, so they appreciate the timely responses from Google’s DoubleClick team.

“We love the same-day turnaround,” says Nikolai. “That gives us confidence to continue running a significant part of our business on Ad Exchange. We especially appreciate our account management team getting answers from various internal teams at Google.”

As for the future, Rocket Fuel plans to continue its climb with more real-time bidding (RTB), an automated way to evaluate the worth of a placement and bid for it in a fraction of a second. “My goal is to maximize the use of RTB on Ad Exchange. About half of our business comes from RTB, and I am enthusiastically trying to increase it,” says Nikolai.

“Rocket Fuel has moved more and more of our spend to DoubleClick because it has proven to be the most reliable, feature-rich and basically the best partner. The way I see it, it’s a very happy partnership.”