

Rocket Fuel Named Fourth Most Promising Company by Forbes

Prestigious list puts technology centre stage of advertising

[Rocket Fuel](#), the leading provider of artificial intelligence advertising solutions for digital marketers, has risen from number 22 to number four on Forbes Magazine's List of the [Most Promising Companies in America](#) for 2013.

Rocket Fuel is the only programmatic media buying company to have been listed and was selected from thousands of applicants across all industries.

The accolade proves that technology now plays a pivotal role in helping advertisers to make sense of big data and streamline their media buying activities, to deliver the right ads to the right audiences at the right time.

The prestigious list features 100 up-and-coming private businesses across all industries. Companies are selected based on their compelling business models, strong management teams, notable customers, strategic partners and precious investment capital.

George John, CEO of Rocket Fuel, comments: "To be named one of the top five most promising companies in America is a testament to the hard work of the entire Rocket Fuel team to bring artificial intelligence and big data to advertising."

Dominic Trigg, managing director Europe at Rocket Fuel, adds: "In the last year, we've emulated our huge US success across Europe and beyond, so it's fantastic to be recognised by Forbes again.

"Advertisers are just scratching the surface of what big data and artificial intelligence can do for their businesses, so expect more innovation from Rocket Fuel this year."

Über Rocket Fuel

Rocket Fuel ist einer der führenden, unabhängigen Anbieter digitaler Werbelösungen. Mittels künstlicher Intelligenz transformiert Rocket Fuel den digitalen Media-Einkauf in sich selbst-optimierende Plattformen, die in Echtzeit lernen und adaptieren und hervorragende Ergebnisse vom Markenbewusstsein bis hin zum tatsächlichen Verkauf liefern. Über 500 der weltweit erfolgreichsten Marken vertrauen auf Rocket Fuel, um ihre Werbeaktivitäten rund um Display, Video, Mobil und Social Media erfolgreich umzusetzen. Rocket Fuel wurde von Online Marketing Veteranen und Wissenschaftlern der NASA sowie Yahoo!, DoubleClick und Salesforce.com gegründet. Der Unternehmenssitz liegt in Redwood Shores, Kalifornien. Rocket Fuel hat zudem weltweit fünfzehn Büros unter anderem in New York, Toronto, London und Hamburg.

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