

# The Guide to Predictive Marketing

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PRESENTED BY  **rocketfuel**

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Welcome to the age of



**Anticipation**

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Technology **surrounds** us.  
It **delights** us.  
And it **surprises** us.

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When these experiences are customized for us, built to make our lives easier and more enjoyable, it makes the world feel like a pretty magical place.



In a world full of choices, we're drawn in by experiences that anticipate our needs and our wants – even sometimes before we know what we want or need.

When marketing fails to provide that, if brands serve up a generic, one-size-doesn't-fit-all experience, we're left disappointed and frustrated.





## So what is **predictive marketing?**

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When people interact with technology like devices, apps, or the internet, they're sending signals – signals that can be modeled into data and analyzed with unbelievable speed.

And it's these insights that can be used to predict what they might want next.

**This is predictive marketing.**

With the help of artificial intelligence, predictive marketers learn more about us – to anticipate when we're receptive to messages, and to understand what we might be interested in.

By breaking through the noise and anticipating our needs, predictive marketing can bring a little more magic into our lives.



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As a marketer, there are  
**five ways you can  
begin your journey**  
to predictive marketing.

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#1

Focus on the person,  
not the device



As a predictive marketer, you can create profiles from trillions of signals, then map devices to people, which can give you a comprehensive idea about who people are, what they care about, and when they care about it.

This data set is way too large and complex for the human brain to process, but with artificial intelligence and machine learning, you can detect hidden patterns and insights that can help you make sure your ads are seen by actual people, not bots.



## #2

Model moments,  
not segments



Marketers have traditionally relied on static audience segments as the foundation of their targeting efforts.

As a predictive marketer, you can use technology to optimize media and creative in real time so you can reach consumers in a specific time, a specific place, and in a specific state of mind.

By focusing on those moments that matter most to consumers and brands together, you can improve campaign performance, elevate viewability, and ensure brand safety.

# #3

Own customer data,  
don't rent it



Most marketers today are buying the same data as everyone else – not exactly the path to competitive advantage.

As a predictive marketer, you can leverage your own behavioral data, generating unique models that are more cost-effective and more accurate.

# #4

Engage the journey,  
not the funnel



Consumers convert in the moment, and they convert at a higher rate when the consumer journey is optimized across all channels and business goals.

By using AI, you can optimize content and channels in real time, target individuals at the right point in their journey, and generate insights about what truly drives awareness and conversions.

# #5

Go beyond big data  
to make big decisions



There's a lot of noise out there and it generates a ton of data that is nearly impossible for the marketer to process, let alone respond to.

As a predictive marketer, you can use machine learning to smooth integration, speed up processing, and extract signal from noise. Then comes the testing and tweaking in order to turn data into decision-making.

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Rocket Fuel pioneered artificial intelligence in advertising by combining **optimization with insightful analytics** to enable brands and agencies to get out of their marketing spend.

And today, we're at the forefront of the transformation from **programmatic to predictive marketing.**

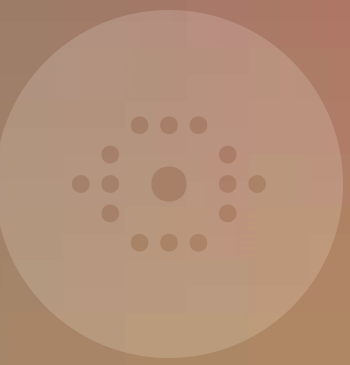
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Rocket Fuel sees the **potential in moments, and the meaning in complexity** – and we're empowering the evolution of marketing through our predictive marketing platform.

Technology that combines **identity, delivery, and intelligence**, powered by AI.

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Predict the future at  
[rocketfuel.com/predictive-marketing](https://rocketfuel.com/predictive-marketing)

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