



Rockett Interactive provides comprehensive online advertising and media management services including strategy, planning, execution and analysis for major marketers in a wide range of sectors. Our team specializes in digital media: Display and search campaigns, research/data intelligence, ad serving, measurement and optimization. We partner directly with media-buying clients nationwide.

A Capability-Rich Resource

With one team you'll get experienced media buying & management, detailed ad-serving technology, and a tightly-managed optimization process. We're proud to create measurable success for clients across most verticals.

RESEARCH/CUSTOMER INSIGHT

We subscribe to best in class syndicated research tools such as the comScore suite of tools and eMarketer for timely insight into specific target markets.

INDUSTRY EXPERTS

Over 45 years combined experience in the interactive realm from agency & client side.



Strategically-Savvy Planning

Most clients see dramatic improvement in their campaign success rates and achieve a stronger ROI because we use both business and marketing goals to create our plans – and then closely monitor and make adjustments based on real-time results.

MEDIA PLANNING & BUYING

Display Advertising – Specializing in interactive display advertising and sponsorship on portals/content sites geographic, demographic and behavioral targeting, consumer & B2B advertising, as well as stand-alone email (opt-in only) and newsletter sponsorship.

Search Marketing (PPC & SEO) – Providing keyword list development and ongoing optimization, plus bid management and creative optimization via DoubleClick DARTSearch.

SOCIAL MEDIA

Including mobile marketing & community engagement



Goal-Oriented Focus

You aren't measuring business success based on qualitative scores – and neither are we. We deliver hard numbers to help clients looking to: Reinforce or evolve their brand, penetrate selective target audiences, model and drive increased ROI, integrate multi-channel, multi-tactic efforts.

AD SERVING

Comprehensive Ad Serving & ad tracking via DoubleClick DART

OPTIMIZATION/DATA INTELLIGENCE

Campaign performance measurement and analysis (ROI via cost-per-action) and campaign optimization by all variables: offer, message, site, placement, creative, landing page/customer action and/or contact flow.

