

Rocket Fuel Inc.  
Form 8-K  
March 08, 2017

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K  
CURRENT REPORT  
Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934  
Date of Report (Date of earliest event reported)  
March 8, 2017

Rocket Fuel Inc.  
(Exact name of registrant as specified in its charter)

|  |                          |                                   |
|--|--------------------------|-----------------------------------|
| Delaware                                       | 001-36071                | 30-0472319                        |
| (State or other jurisdiction of incorporation) | (Commission File Number) | (IRS Employer Identification No.) |

2000 Seaport Blvd., Suite 400  
Redwood City, CA 94063  
(Address of principal executive offices, including zip code)  
(650) 595-1300  
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

Item 7.01. Regulation FD Disclosure.

On February 21, 2017, Rocket Fuel Inc. (the “Company”) issued a press release which incorrectly stated that the Company “announced during the company’s fiscal year 2016 earnings 165 percent year-over-year growth in platform services, including a greater than five times increase in platform customers.”

The correct calculation of year-over-year revenue growth in platform services is 135% for the full fiscal year 2016, which is derived from the data published in the Company’s investor deck found at [investor.rocketfuel.com](http://investor.rocketfuel.com) in connection with the Company’s February 21, 2017 earnings call.

As presented in our webcast of February 21, 2017, also found on our website at [investor.rocketfuel.com](http://investor.rocketfuel.com), the Company now has more than 100 platform customers, an increase of 75% over Q4 2015.

The information set forth under this Item 7.01 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or incorporated by reference in any filing under the Securities Act of 1933, as amended (the “Securities Act”), or the Exchange Act, except as expressly set forth by specific reference in any such filing.

---

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ROCKET FUEL INC.

By: /s/ Stephen Snyder  
Stephen Snyder  
Chief Financial Officer

Date: March 8, 2017