













2012 was another great year for research. And, if you're like us, you know how tough it can be to keep tabs on everything that's new. In case you missed it, here are 54 of our favorite studies, reports, white papers, and infographics from 2012.

Click on the boxes below to view the listed studies.

Rocket Fuel delivers the only programmatic media-buying platform at big-data scale that harnesses the power of artificial intelligence to improve marketing ROI.

LEGEND

-  Blog Post
-  Mobile
-  Login/Purchase Required
-  Infographic
-  Social Media
-  Demographics
-  Study
-  Video
-  AI/RTB/Machine Learning
-  Whitepaper
-  ROI/Spending
-  Trends/Forecasting

	TRENDS	ANALYTICS	RTB/BIG DATA	PLANNING	INFOGRAPHICS
JAN	GENERATION C Nielsen			ADVERTISING TO MILLENNIALS comScore	
FEB	THE SUPER BOWL INVESTMENT Nielsen	ATTRIBUTION: EVERY STEP COUNTS Rocket Fuel			THE HISTORY OF MARKETING Hubspot
	RESEARCH INDUSTRY TRENDS Greenbook	BETTER BRAND ENGAGEMENT WITH DISPLAY DoubleClick & DL	WILL BIG DATA TRANSFORM YOUR INDUSTRY? McKinsey		HOW LINKEDIN WORKS Infographic Labs
MAR	TRENDS IN U.S. VIDEO GAMING Nielsen	PRACTICAL SENTIMENT ANALYSIS Next-Gen Market Research	LINKING DATA TO BIG-DATA PICTURE eMarketer		IMOMS IN THE U.S. Rocket Fuel
	DIGITAL DEVICE & INTERNET USAGE Google	QUANTIFYING DIGITAL BRAND AD EFFECTIVENESS eMarketer		STATE OF THE HISPANIC CONSUMER Nielsen	WHAT MAKES PEOPLE FOLLOW BRANDS? GetSatisfaction
MAY				DIGITAL LIVES OF AMERICAN MOMS Nielsen	THE IMPACT OF PINTEREST Compete
JUN	MILLENNIAL CONSUMERS IN THE ADULT WORLD SymphonyIRI		BIG DATA JUST BEGINNING TO EXPLODE CSC		INSIGHTS ON SOCIAL, MOBILE & VIDEO Rocket Fuel
	STATE OF SOCIAL MEDIA Nielsen			DIGITAL SHOPPER RELEVANCY Capgemini	HOW SOCIAL DATA IS VALUED Backupify
JUL	VIDEO AD COMPLETION RATES RISING FreeWheel		RTB WILL BE 34% OF DISPLAY IN 5 YEARS Parks Associates	INTRODUCING BOOMERS Nielsen	BIG DATA GOES BACK TO SCHOOL Rocket Fuel
	STATE OF THE ONLINE VIDEO INDUSTRY Nielsen	REACH OF FACEBOOK POSTS Socialbakers	RTB BUYERS GUIDE eConsultancy	ENGAGING THE AFFLUENT ONLINE Martini Media	EVOLUTION OF THE WEB Hyperakt
SEP	ECONOMIC VALUE OF AD-SUPPORTED INTERNET IAB			AFRICAN AMERICAN CONSUMERS Nielsen	POLITICS ON SOCIAL NETWORKS Pew Internet
	MOBILE MARKET RESEARCH LANDSCAPE Forrester		U.S. RTB SPEND TO GROW 53% ANNUALLY IDC	DIGITAL MEDIA USAGE SNAPSHOT eMarketer	LIKE US! Lab 42
OCT		PERSONALIZATION OVER PRIVACY Accenture	RTB TO TRIPLE BY 2016; BIG MEASUREMENT eMarketer	MOBILE PHONE DIARIES OnDevice Research & the IAB	ONLINE RETAIL CATEGORY INSIGHTS Rocket Fuel
	FORECAST: 4.1% GROWTH IN GLOBAL AD SPEND Zenith Optimedia	BEST PRACTICES IN DATA MGMT eConsultancy	RTB POISED TO MAKE UP 25% OF DISPLAY eMarketer	DOES MEDIA REACH MILLENNIALS? Scarborough	SOCIAL MEDIA SIZING CHEAT SHEET LunaMetrics
DEC	FORECAST: 4.5% GROWTH IN GLOBAL AD SPEND GroupM		SCALE SUCCESS WITH PROGRAMMATIC BUYING Forrester	STATE OF THE MEDIA (CROSS-PLATFORM) Nielsen	CMO DIGITAL MARKETING READINESS IBM