



Client Success Case Study:
CPG

The Challenge

Drive new subscribers for healthy snack boxes in a clutter of competition.

Key Results

Beat CPA goal by 18%
Met ROAS goal of 15:1

Inuvo's Technology Solution: IntentKey®

- IntentKey uses machine learning to identify consumers' online search and browsing behaviors to deliver targeted and relevant advertising.
- IntentKey identified hidden diet preferences of in-market prospects.

Campaign Intent Signals

- Food Delivery
- Paleo Diet
- Ketogenic Diet
- Vegan
- Superfoods
- Matcha Green Tea
- Luxury Travel
- Couples Retreat
- Diary of a Foodie
- Memory Training
- Parent Education
- Office Manager
- Employee Training



Healthy Snack Boxes Win the Market with Inuvo

You can get almost anything in a monthly subscription box these days, including food. The popularity of these boxes has also flooded the market with many competitors, making it difficult to cut through the clutter.

A client marketing healthy snack box subscriptions partnered with Inuvo to help their brand stand out. Their goal was to acquire new customers across the US and Canada that converted at a CPA equal to the average price of their subscription boxes, while meeting their ROAS goal.

The resulting model honed-in on more granular concepts of interest that included certain snack preferences around **paleo, vegan, and ketogenic diets**. Interestingly, the audience model captured concepts of interests beyond the obvious that were not related to food (**luxury travel, couples retreat, memory training, parent education**).

This resulted in **beating the CPA goal by 18%** to build a new customer base of recurring subscriptions that delivered an **ROAS of 15:1**.