



Client Success Case Study:
Pet Technology

The Challenge

Create awareness of features and benefits of a GPS dog collar to dog owners.

Inuvo's Technology Solution

Inuvo's IntentKey™ was implemented to not only discover intent signals that resonated with the main target audience of dog owners, but also surface additional areas of interest not initially inherent to this group.

The Results

By following one of our top AI intent signals and adding RVing into our targeting, this target has reached the top 10 out of almost 40 prospecting groups we reach on Facebook. This group profile accounted for 51% of impressions and 55% of clicks in the interest acquisition campaigns, while using only 5% of the entire monthly ad spend.

Campaign Intent Signals

Recreational Vehicles (RVs)

Dog Fashion

Wireless Dog

GPS Dog

Pampered Pup

Wireless Fence System

Dog Training Devices

Designer Dogs

Yorkshire Terrier

Pug Mix

Australian Shepard Mix



GPS Dog Collar Increases Awareness and Adoption Utilizing Inuvo's IntentKey™

When a GPS dog collar company initially approached Inuvo, their campaign goals were to build brand awareness and ultimately drive sales.

The campaign began with the obvious categories: dog owners, animal lovers, pet families, and pet parents. As the IntentKey™ refined the targeting and optimized the campaign, additional categories and intent signals surfaced. One category that stood out was RVing. Inuvo took this learning and incorporated it into the client's Facebook campaign, accounting for it landing in the top 10 of 40 prospecting groups. Additionally, Inuvo was able to provide insights that suggested site users for the GPS dog collar also visited sites such as rvt.com and rvtrader.com. With travel intent signals such as road conditions, multiple stops, and step-by-step directions, it also surfaced that site users were more focused on driving rather than flying so they can bring their furry friends along for the ride. With this, the client utilized Inuvo's recommendations and added an RV section to their site regarding camping and traveling. This was implemented to help boost their organic traffic, in addition to partnering with a third-party, recreational travel site to expand their reach to prospective customers even further.