



Campaign Goal

To generate new accounts and increase contributions of existing account holders for a state 529 college savings plan.

The Challenge

To identify audiences open and receptive to college savings messaging to increase interest in the plan and build a lead funnel of users to nurture to conversion.

Inuvo's Technology Solution

The IntentKey™ identified the core users most likely to open college savings plans and targeted similar users to expand their promotional reach.

The Results

The college savings plan identified their core users through Inuvo's insights that were used to build a multichannel marketing campaign. Leveraging the insights across all marketing channels was so effective the client realized a 75% CPA reduction throughout the campaign.

Campaign Intent Signals

- College
- Portfolio Management
- Stocks to Watch
- Market Trends
- Inflation
- Tuition
- Memorable Gift
- Top Golf Courses
- European Travel
- Recreational Vehicles
- Commercial Real Estate

Insights Reveal a Generational Approach to College Savings Plans

College tuition is at historical highs and continues to increase an average 8% per year. Add inflation and the cost of college doubles every nine years. A state 529 college savings plan set out to encourage families to start saving now to ensure future generations have a head start in paying for an education that will also contribute to a productive and skilled workforce.

The college saving plan had three goals:

1. To increase the number of accounts
2. Encourage contributions from existing account holders
3. And increase the overall state 529 fund for college savings by \$200 million.

The client began by asking Inuvo for any pre-insights into their audience that would be helpful in crafting the marketing campaign messaging that would resonate best with those most likely to open a college savings account. Inuvo's IntentKey™ AI technology was able to mine content consumption data from those who visited the site and discovered their key audience was far from expected. The client had identified their primary audience as young mothers in their late 20s-early 30s that didn't know much about finance but wanted to do what's best for their children. What the client discovered is that their largest audience group for both opening new accounts and contributing to existing accounts were grandfathers. The client also learned that not only was this the primary demo, but that they were also very savvy in finance and consumed information around college, inflation, financial advice, financial plans, and ways to diversify their financial portfolio. They also reviewed information specifically on 529 plans, how they work, and withdrawal rules. This shows those most likely to convert already have an understanding of finance, investing, and college savings vehicles and that marketing materials needed to provide more detailed information on the plan.

Armed with this new information on their best performing online audience, the state college plan utilized this information to create a multichannel marketing campaign promoting grandfathers with their grandchildren and saving for their future. The IntentKey's ability to target down to granular concepts of interest allowed Inuvo to deliver much larger in-market audiences. The right messaging combined with Inuvo's ability to efficiently target the audience at scale led to a CPA reduction of 75% over the duration of the campaign. Furthermore, in just four short months, 75% of the campaign's two-year \$200 million fund increase goal was met.

Understanding the core audience allowed the state college savings plan to create custom messaging, creative, and media targeting that would resonate and connect with the target audience on an emotional level. Tugging on the heart strings of providing future opportunities for your grandchildren proved a tremendous success.

