



Case Study | Client Success
Retail

Campaign Goal

To drive high value transactions with new customers.

The Challenge

To only prospect new users in a competitive niche industry, while suppressing the existing customer base to not waste ad dollars.

Inuvo's Technology Solution

Inuvo's IntentKey™ technology was used to identify cycling users interested in high-end apparel.

The Results

The cycling brand realized a 10:1 return on advertising spend (ROAS) and gained a deeper understanding through user insights into what their customers value from cycling apparel purchases for future marketing messaging.

Campaign Intent Signals

Bike Reviews
Activewear
Washable
Stay Cool
Wicking Cotton
Garmin
Finestre
Race World Championship
Il Lombardia
Geraint Thomas
VeloNews
Dating for Singles
Zodiac
San Francisco 49ers
Business News



Upscale Cycling Brand Delivers Performance On and Off Road with Inuvo

The COVID-19 pandemic created a high demand for bikes as people were enjoying more time outside: they were looking for fun things to do in the absence of normal activities that had been canceled, it was a great alternative to gyms, and it allowed for social distancing. However, a cycling apparel brand wanted to efficiently use their advertising dollars and only target serious bikers who were willing to invest in high-end apparel and had only moderate success on social platforms.

Inuvo's IntentKey™ Artificial Intelligence (AI) technology was able to identify and reach serious, semi-pro, and pro bikers with disposable income that were willing to invest in quality biking apparel. The IntentKey™ identified the expected characteristics of a biker audience including that it is heavily male skewed with an interest in bike rides, bike reviews, cycling stands, and athletic wear. However, the IntentKey™ was also able to discover there was a greater interest among males 65+, who were highly educated, and have high incomes of \$150k+. California, Colorado, and Massachusetts were the highest indexing states.

In addition, the IntentKey™ was able to uncover the driving forces behind purchases:

- Items that are washable for ease of use
- Wicking cotton to help keep sweat free when working out Materials that keep you cool
- Comfort
- Durability

The top converting audience was also interested foreign travel for competitive races and biking experiences, such as Finestre to travel by bike through the Alps, Pyrenees mountains between Spain and France, and biking tours in New Zealand and closely follow bike races around the world.

The IntentKey's granular level of data allowed for an intricate understanding and targeting capability of the best performing audience. This allowed the client to hit their CPA goals, realize a 10:1 ROAS, and gained an understanding of what was most important to their top converting audience in cycling apparel for future marketing messaging.