



The Objective

Regenerate **excitement** and **purchase intent** for dairy products

Key Results

Increased

Engagement

Reduced

Wasted Media



The Difference — IntentKey®

Our patented AI understands and indexes billions of pages, so we know **real-time intent** on **every page** and **every ad**.

By combining this knowledge, **campaign conversion data**, and updates every **5 minutes**, we reach the most relevant audiences at the right moment — all **without** the use of **cookies**.

Campaign Intent Signals

- **Smoothies**
- Recipes from The Food Network
- Strawberry Cake
- **Classic French Toast**
- Kitchen Gadgets
- Cookware
- **Leisure Sports**
- Rock Climbing
- **Date Night**

Drives Renew Affinity for Dairy Products

One of the nation’s largest dairy boards partnered with Inuvo to help build brand awareness and develop a **renewed affinity** for dairy products amidst a steep **decline in dairy consumption**.

IntentKey was quickly able to identify the signals of the client’s target groups:

- Dairy enthusiasts
- Household cooks
- CPG shoppers looking for a **healthy lifestyle balance**

More specific concepts began to surface related to **dairy-based recipes**, including a curiosity in **specialized treats** and family-friendly entertainment.

As a complement to the campaign, the content and messaging was delivered to **Spanish-speaking** audience members in their **native language**.

The success of the campaign was evident in improved interaction with videos, **greater interest in dairy recipes** being promoted, and an overall **increased engagement** with the site.