



### The Objective

Drive **new** healthy snack box subscribers

## Key Results

Overachieved CPA goal by

**18%**

Achieved

**15:1 ROAS**

### 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

- Food Delivery
- **Paleo Diet**
- **Ketogenic Diet**
- Vegan
- Superfoods
- **Matcha Green Tea**
- **Diary of a Foodie**

## Healthy Snack Boxes Capture the Market

A healthy snack subscription box partnered with Inuvo to **cut through the clutter** of their competition and drive new subscribers across the US & Canada with the goal of a CPA equal to the average price of their subscription boxes.

The campaign began with obvious categories around food delivery and subscriptions, then homed in on more granular concepts of interest that included snack preferences around **paleo, vegan, and ketogenic diets**.

More interestingly, IntentKey® captured concepts of interest that were not related specifically to snack boxes:

- Luxury Travel
- **Couples Retreat**
- Parent Education
- **Memory Training**

This additional audience and focused brand messaging resulted in a new customer base of recurring subscriptions. Campaign results were an **overachievement of the CPA goal by 18%** and a **ROAS of 15:1**.

