The Objective
Generate new accounts and increase existing account contributions

Key Results
Reduced CPA by 75%
Achieved 75% of 2yr Goal in 4mo

Generational Approach Accelerates Savings Fund Growth

This 529 college savings plan, whose purpose is to help future generations fund their education, had three goals:

1. Increase the number of accounts
2. Boost contributions from existing account holders
3. Grow the overall state 529 fund for college savings by $200 million in 2 years

The client initially intended to reach young mothers who had little knowledge about personal finance but wanted a good education for their children. By studying current account contributors, IntentKey® discovered the largest audience group was actually grandfathers savvy in finance.

Utilizing this new information, the creative and messaging was altered, and targeting shifted to intent signals such as:

- College Tuition
- Inflation
- Leisure Activity
- Portfolio Diversification

The right messaging—providing future opportunities for grandchildren—combined with Inuvo’s efficient reach and scale led to a CPA reduction of 75% over the duration of the campaign.

In just four months, 75% of the campaign’s $200 million fund increase was achieved.