



The Objective

Generate new accounts and **increase** existing account **contributions**

Key Results

Reduced CPA by

75%

Achieved 75% of

2yr Goal in 4mo

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

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



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.