The Objective
Grow the number of prospects and distinguish the brand

Key Results
Beat CPA Goal by 58%
Reached New Audiences

Electronics Company Wakes Up Sleeper Audiences

The consumer electronics company sought to expand their prospect base by establishing their brand as the technology of choice for the sleep-impaired.

While the company had a strong grasp of their typical customer demographics, Inuvo utilized IntentKey® to surface interest triggers and sub-segments to focus reach.

A few unique findings on the newly discovered audience:

- **International travel**, fitness, sports and recreation, content consumers on Reddit
- **Young Asian American males**, with no children, higher levels of education, and an interest in the latest tech
- Dog owners who deal with **pet noises** at night, including pet medical conditions and snoring pets
- Active late at night

Inuvo was able to optimize the campaign without sacrificing reach and scale.

This resulted in beating the client’s CPA goal by 58% and providing these key audience discoveries, which are being utilized across their entire marketing strategy.