



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.

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

- Noise Cancelling
- Earbuds
- **Travel Sites**
- Weather
- **Fitness Solutions**
- **Pet Elongated Soft Palate**
- **Pet Short Nose**
- Brachycephalic