



### The Objective

Identify and reach a **niche audience**

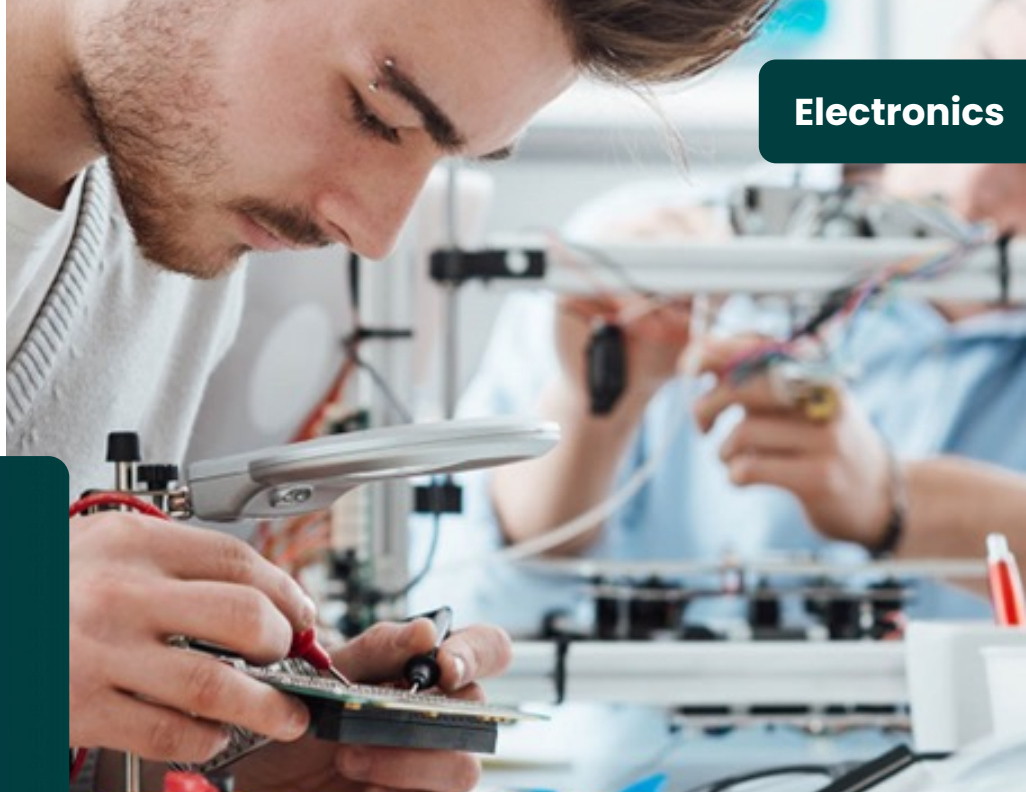
## Key Results

Overachieved CPA Goal by

**91%**

Found

**New Leads**



## Electronics Company Generates B-to-B Leads at Scale & Lower Cost

An electronic components company **shifted their growth strategy** from focusing on existing customers and product expansion to finding **new B-to-B leads**.

Inuvo utilized IntentKey® to **gain a deep understanding** of the customers' interests, making it possible to reach the audience at scale at a time and place when they were less distracted than on industry sites filled with competitor ads.

The **unique interests** discovered included:

- Primary Industries – Energy, **chemical and petroleum**, and other business services
- Peer Review – Connections with peers and research on websites like **reddit.com**
- Hobbies – Enthusiasts in woodworking, **NASCAR**, hunting, **dirt biking**, and motocross racing.

Inuvo **beat the CPA goal by 91%** while delivering **new sales leads**.

### 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

- **Chemical and Petroleum**
- **Reddit.com**
- iHeartRadio
- Bass Guitar
- **NASCAR**
- **Hunting**
- **Dirt Biking**
- Lawn Care
- **Woodworking**