The Objective
Acquire new users at or below a target CPA

Key Results
Beat CPA goal by 22%
Campaign Budget Expanded by 50%
Discovered Focused Geographies With Reduced Waste

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
- Apartments for Rent
- Real Estate Listings
- Comprehensive School
- Housing Estate
- iRobot
- Trulia
- Private Schools Texas
- Crime Mapping
- Resident Reviews

Home Leasing Company Finds Renters, Gains Valuable Insights

The company, which provides professionally managed, updated homes for rent in desirable neighborhoods, partnered with Inuvo to reach audiences:

- Adults 25–54
- HHI $75k+
- With kids and/or pets

IntentKey optimized toward the highest-performing converters, which were a little different: females 55+ with older children or soon-to-be empty nesters, highly educated, and income levels >$100k.

This audience’s intent signals showed that they had shifted from the home-owning market to the rental market, likely due to market conditions.

Key insights were mined about the most profitable geographic markets, allowing the company to sharpen their marketing efforts based on costs and home availability.

Additionally, Inuvo found signals indicating other media vendors were targeting low-income housing content. This discovery allowed the client to avoid wasted marketing dollars.

Inuvo beat the CPA goal by 22%. The campaign was so successful the campaign budget was extended by 50%, and the client has established a continued relationship.