inuvo

The Objective

Acquire new users at or below a target CPA

Key Results

Beat CPA goal by

Campaign Budget Expanded by **50%**

Discovered Focused Geographies

With Reduced Waste

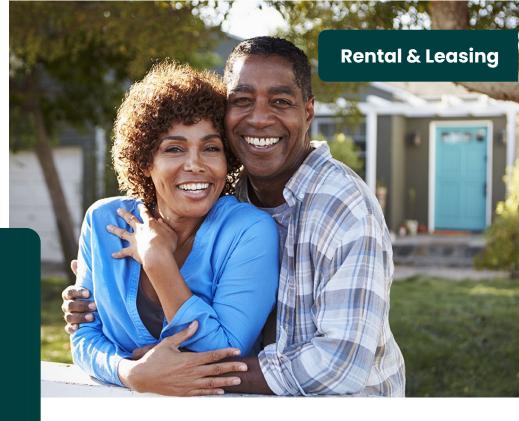
The Difference — IntentKey®

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.