



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.