

#### **The Objective**

Identify a **niche market** without using cookies or **trackable browsing** 

## **Key Results**

Increased Organic Search by **4.7**x

Increased Leads by **73%** 

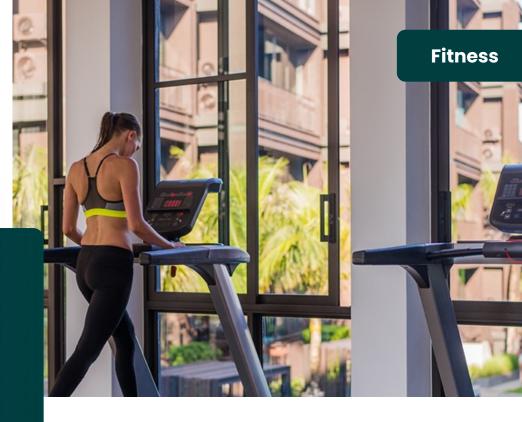
#### The Difference — IntentKey®

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**

- CrossFit Style
- Trainer Program
- · Cycling Studio
- Personal Training
- · Corporate Membership
- Premium Luxury
- Lounge Space
- Hot Tub and Sauna



# Luxury Gym Finds Prospects in a Cookieless World

A luxury gym asked Inuvo for help to identify their market while using **privacy-first** techniques and technology. The topperforming categories included concepts such as **diet and fitness**, **athletic wear**, **nutrition**, **and health**.

While the campaign began with these broad categories, IntentKey refined to more precise intents, such as:

- Group Fitness Studio
- Trainer Program
- CrossFit-Style Training

IntentKey allowed the client to accurately reach, at scale, people interested in joining a gym—while utilizing **cookieless and non-trackable browsing** technologies.

The campaign delivered a **4.7x increase in organic searches** for the client and a **73% increase in leads** during the first month of its deployment.