



The Objective

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

Key Results

Increased Organic Search by

4.7x

Increased Leads by

73%



Luxury Gym Finds Prospects in a Cookieless World

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**

A luxury gym asked Inuvo for help to identify their market while using **privacy-first** techniques and technology. The top-performing 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.