



Nonprofit

The Objective

Expand donor base and raise funds for **animals in need**

Key Results

Achieved

5:1 ROAS

Discovered Insights to Understand Donor **Audience Segments**

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

- **Shelter Cats**
- Dog Lovers
- **Foster Homes**
- **Animal Shelter**
- Conservation
- Sustainability
- **Greater Good**
- **Public Radio**
- New York Times



Animal Rescue Group Raises Funds to Save Lives

In the US, there's a vast gap between the number of stray animals and the **resources available** to care for them. The organization partnered with Inuvo to replace **traditional fundraising efforts** that were put on hold or canceled due to the global pandemic.

They aimed to **expand their donor base** to increase outreach and rescue efforts.

IntentKey® discovered the **most engaged donors** were particularly concerned about homeless animals. Inuvo incorporated this information, along with **newly discovered** intent signals, into the creative:

- Dog Lovers
- **Greater Good**
- Public Radio
- **Health & Fitness**
- New York Times

The results of the campaign increased **ROAS from 3:1 to 5:1** and **uncovered key differences** between one-time donors and sustainable donors.