



Nonprofit

The Objective

Generate new, one-time, and tribute donors at an **efficient** Cost Per Donor Revenue (CPDR)

Key Results

Achieved

<\$1 CPA

Acquired

New Donors



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

- Relay for Life
- Race for the Cure
- Clinical Research
- **Find a Local Blood Drive**
- Tribute Donors
- **Memorialize a Loved One**
- Support Medical Research
- **Charity Navigator**
- BBB Wise Giving Alliance

Nonprofit Acquires High-Value Donors

Along with the campaign objective, the client wanted to collect insights into their online donors' engagements and demographics to better understand their market.

Top-performing categories focused on **health, cancer, nonprofit** and **service organizations**, and **pets**. IntentKey® refined the targeting to more precise concepts, which included:

- American Cancer Society
- Mayo Clinic
- Charity
- Cancer Donation
- Blood Drive
- Cancer Information
- Cancer Research
- Cancer Support
- City of Hope

Inuvo helped the nonprofit reach and convert prospects with a propensity to **donate larger sums** than traditional donors—which led to a CTA of **less than \$1 per donor acquisition** and provided the client with unique additional insights.