



Nonprofit

The Objective

Discover new, **high-value donors** for one-time and sustainable long-term support

Key Results

Beat CPA goal by

79%

Reached New Donors of

High Value

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

- **Government Corruption**
- Psalms of The Bible
- Ideals for Lessons
- **Water Crisis**
- **Nigeria News**
- World Health Organization
- **Property Damage**
- Bible Study
- **Disney's Magic Kingdom**



Humanitarian Aid Organization Beats the Heat To Find Donors

To combat the summer donation slump, the organization asked Inuvo to find **purely new, high-value donors** for one-time and sustainable long-term and recurring support.

IntentKey® found the intent triggers that indicated a **highly engaged**, robust in-market audience made up of largely mature, Caucasian females with **higher-than-average household incomes of \$150k+** and with children/grandchildren.

To ensure ad spend was focused on the objective, the following campaign tactics were employed:

- **Suppressing** previous site visitors & past audiences
- **Adjusting frequencies** based on action
- Focusing on audiences with a **propensity to donate \$100+**

The results of this short summer campaign:

- Nearly **3,000** one-time donors
- More than **200** sustainable donors
- ROAS of greater than **2.75**
- CPA goal beat by **79%**