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%