



Nonprofit

The Objective

Quickly shift original business model with an **expanded footprint**

Key Results

Increased

Brand Awareness

Reached

New Markets



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

- **Innovative Learning Methods**
- Hands on Learning
- **How to Make Things**
- Coding
- Music
- **Struggling Academics**
- **Social Accountability**
- Space
- Soup Recipes

Parents Connect with Child Education Enrichment Activities

The client, traditionally an in-person education enrichment model designed to engage children in fun ways to supplement their education, wanted to quickly adapt their business model to **go virtual** at the onset of the COVID-19 pandemic.

The pandemic created a situation where **parents were suddenly in-market** for these services who previously were not, including parents of:

- Children who were falling behind or struggling
- Children who felt **socially isolated**
- High-performing children who needed innovative learning, hands-on projects, and reading

IntentKey® identified the important signals of these new-to-market audiences. **Social accountability**, in particular, indexed high with this audience.

The campaign resulted in increased brand awareness and a new customer base **far beyond** the client's previous in-person and single-need market.