



### The Objective

Drive awareness and **increase bookings** for a specific travel destination

## Key Results

Record Bookings of

### New Customers

Exclusive Partner for Awareness on

### OTT/CTV



### 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

- Waterfront Hotels
- **Saltwater Pools**
- Wildlife Tours
- **Zoos**
- Modern Art Museums
- **Art Exhibits**
- Jazz
- **Patio Restaurants**
- Sports Bars
- **Ballet Theatre**

## The Sun Shines Brighter on Tourist Destination

The tourist destination wanted to drive awareness and increase bookings with:

- Outdoor adventurers
- Families who enjoy **fun in the sun**
- Art lovers
- Culture enthusiasts

IntentKey discovered **unique signals of intent**, which allowed the campaign to be targeted based on the “*why*” a potential customer is interested in traveling rather than the “*who*”—or the demographics of those travelers.

A blend of Display OLV and OTT/CTV, utilizing the custom targeting segments, delivered **consistency across all 3 channels**, resulting in a cohesive campaign to reach desired customers.

This customized model was continuously updated **every 5 minutes** to identify new users engaging with online travel content as they explored destinations.

Inuvo is this client’s **most successful partner** for building awareness with OTT/CTV, delivering the **most bookings with new customers** with OLV and Display.

Inuvo’s continued year-over-year campaign success has resulted in being the **only partner running OTT/CTV** for this client.