



The Objective

Drive **high-value purchases** with a focus on new customers

Retail

Key Results

Achieved

10:1 ROAS

Achieved

CPA Goal



Cycling Apparel Brand Delivers Performance On and Off Road

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

- **Bike Reviews**
- Activewear
- **Wicking Cotton**
- Garmin
- Finestre
- **Race World Championship**
- Il Lombardia
- Geraint Thomas
- VeloNews

With people flocking outdoors to enjoy more **outside activities**, the demand for bikes has seen a recent spike—so the brand wanted to focus on serious bikers willing to **invest in high-end apparel**.

The **key driving forces** behind apparel purchases:

- Washable items for ease of use
- Wicking cotton to stay cool and sweat-free
- Comfort and durability

IntentKey identified the expected characteristics (heavily **male-skewed**, with an interest in **bike rides, bike reviews, cycling stands, and athletic wear**), as well as unexpected audience characteristics (**males 65+ who were highly educated and have incomes of \$150k+**).

They were interested in **foreign travel** for races and experiences, such as biking through the Alps and Pyrenees mountains, and **biking tours** in New Zealand. They also closely follow **bike races** around the world.

This granular level of intent data allowed the client to **hit their CPA goals**, realize **a 10:1 ROAS**, and gain these impactful insights for future marketing.