



### The Objective

Drive **incremental sales and profit** by acquiring new customers

## Key Results

Achieved

**28% Sales Lift**

Discovered & Acquired

**New Customers**

Achieved

**20:1 ROAS**



## Online Retailer Fills Up Carts, Finds New Customers

The retailer needed to acquire new customers in home and garden products to drive additional sales and incremental revenue at a profitable rate.

Precise, endemic intents were used to identify audiences instead of broad categories of context.

- Example: **Persian rugs, rug pads, area rugs** rather than simply **rugs**
- Example: **Thread count for sheets** rather than **bedding**

Along with continuously updated prospects, the customized creative and serving of ads on highly relevant pages made the difference in the campaign's success.

Further analysis of these segments revealed surprising characteristics that were then leveraged in the client's existing marketing efforts, such as:

- Mothers in their **40s and 50s living in the South**
- Several **high-performing geographies**

The client was thrilled with the results, which beat the goals of driving incremental sales with a **28% lift from new customers**—while achieving a **Return on Ad Spend of 20:1**.

### 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

- Home & Garden
- Office Decor
- **Baby Supply**
- Outdoor Patio Sets
- **Sunbrella**
- Gardening Tools
- Patio Umbrella
- **Container Gardening**
- Citronella