



Retail

The Objective

Drive growth in online sales with a focus on attracting new customers

Key Results

Achieved

181% ROAS Goal

Acquired

New Customers

Increased

Online Sales



Retailer Wins New Customers With Niche Audiences

The retailer partnered with Inuvo to increase online sales, attract new customers, and to ultimately **elevate their profile** as a direct-to-consumer brand.

Upon reaching their traditional audience of **women 25-54**, **IntentKey® discovered** online purchasers were also interested in:

- Sports Betting
- Real Estate
- Finance
- Investments

Utilizing this information, Inuvo introduced the retailer's products to **new audiences** by serving display ads on sites.

The retailer was able to meet all their objectives. Remarkably, the campaign produced more than **five times** the amount of revenue versus ad spend, **exceeding the ROAS goal by 81%**.

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

- Expensive Designer
- **Personal Finance Guide**
- Sportsbet
- **Double Odds**
- Curated Shopping
- **Real Estate Funds**
- **Trust Investments**