



The Objective

Increase loyalty program membership and email subscriptions

Key Results

Increased Loyalty Members by
100%

Lowest CPA Among Partners by
50%

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

- Browse Wines
- **Wine Details**
- Label Images
- **CellarTracker**
- **Soft Coolers**
- Brand Recognition
- Life Growing
- Billiards



Wine Brand Turns Casual Wine Consumers into Loyal Members

This wine brand asked Inuvo to help them **boost their loyalty program membership** and email subscribers. The wine brand wanted to promote perks for joining, such as:

- Early news of wine releases
- **Discounted pricing**
- Loyalty points **good for swag and gift cards**

IntentKey discovered that those interested in the loyalty program were very engaged with **wine media content**, such as:

- Rated Wines
- **Wine Details**
- CellarTracker
- **Soft Coolers**

Inuvo used those interests to acquire new loyalty members. Furthermore, Inuvo competitively reached wine enthusiasts to gain **greater market share** for the brand.

The result was a successful loyalty program signup that **doubled** the number of existing loyalty members at **half the CPA** of other partners in the plan.