



Airline

The Objective

Drive **direct buyers of travel packages** (airfare, hotel, car rentals, and activities) offered by the airline.

Key Results

Exceeded CPA by

50%

Expanded Partnership for

More Campaigns



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 Concepts

- Vacations in Vegas
- **Vegas for Travelers**
- Travel Tools
- Domestic Airline Tickets
- **Travel Supplies and Accessories**
- **Hotel & Accommodations**
- Adventure Travel
- Car Rentals
- **Bundle Flight and Hotel**
- **Vacation Packages**

Major Airline Wins Big with Travel Packages

A major airline wanted to encourage travelers to **book directly** with them for **travel packages** that included airfare, hotel, rental cars, and activities.

Inuvo focused on the target audience of females age 45+ with kids, a household income of \$50k, and college educated.

They layered on the contextual categories of travel supplies and accessories, **hotel accommodations**, adventure travel, and **car rentals**.

The IntentKey technology was then used to refine the targeting to the even more precise concepts of

- **Vacations in Vegas**
- Vegas Strip
- Vegas For Travelers
- **Travel Tools**
- Domestic Airline Tickets

The audience was also expanded through **lookalikes**.

This approach enabled Inuvo to **beat the CPA goal by 50%**, which led the airline expand the partnership to include additional campaigns ranging from performance to branding.