



Automotive

The Objective

Increase auto sales for the regional dealers' association by producing a **higher volume of leads** at better **cost**.

Key Results

Increased Leads by
93%

Decreased CPL by
77%

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

- **Auto Option Packages**
- **Car Leasing**
- Pricing Type
- Used Car Purchase
- **Buying From a Dealer**
- Consumer Reviews
- **Auto Insurance**
- **Auto Safety**
- Auto Buying and Selling
- **Auto Maintenance & Service**

Regional Auto Dealers' Association Drives New Leads

The campaign objective was to **drive quality leads to regional automotive dealerships**.

To accomplish this goal, the campaign was targeted to reach **auto enthusiasts** and those who were **in-market** to make a purchase. Using the IntentKey technology, Inuvo was able to reach incremental users who were **not visiting the endemic auto sites**.

The campaign was able to apply all the following techniques to drive leads to the regional dealerships:

- **Precision Contextual Targeting**
- **User-Based Targeting**
- **Geo-Level**
- **At Scale.**

As a result, over a period of 16 months, the number of **leads increased by 93%** while the **CPL decreased by 77%**. The success of the original test campaign led to expanding the solution from one small region with 10 markets to over three regions with 60 markets.