



The Objective

Build **product awareness** of the **healthy veggie dip** product.

Key Results

Strengthened

Brand Results

Beat

CTR Goal by 188%



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

- Party Snacks
- **Theme Party Ideas**
- **Nutritious Sports Snacks**
- Vegetable Dip
- Low Fat Snacks
- Healthy Cooking
- Cooking Light
- **Healthy Meals**
- Easy Snacks on the Go
- **Healthy Post-Game Snacks for Kids**

CPG Company Boosts Healthy Snack Awareness Among Moms

The campaign objective was to help a major CPG brand break through the clutter to build **brand awareness** around their product as the **healthy, delicious, go-to snack**.

Inuvo was asked to reach PTA moms who would be interested in making snacking delicious and healthy. The IntentKey™ technology helped refine categories to include topics such as:

- Education
- **Sports and Recreation**
- Party Planning
- **Theme Party Ideas**
- Low Fat Snacks
- Cooking Light
- **Healthy Meals**

The campaign **beat the CTR goals by 188%** and had such **strong results in the Nielsen Brand Effect Study**, that Inuvo launched campaigns for additional lines of CPG products.