



The Objective

Build a stronger **direct consumer connection** and **drive online sales** of at an efficient CPA.

Key Results

Gained
Direct Shoppers

Generated Over
10,000
Transactions

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

- **Video Game Deals**
- **Best Console**
- **E3 News**
- Gaming Headphones
- Comics & Animation
- **Gaming Controllers**
- Game Trends
- Game Informer
- IGN.com
- **Game Reviews**
- Console Bundles

Major Gaming Console Exceeds Online Store Sales

A major electronics company wanted to strengthen their direct-to-consumer relationship and drive quality website traffic resulting in **increased online sales**.

To accomplish this goal, the campaign started with top performing categories of video games, electronics, online games, comics, animation, and toys. While the campaign began with these categories, the IntentKey technology refined the targeting to even more precise concepts that included:

- Neogames
- Cheap Games
- **Video Game Deals**
- **Best Console**
- Plays In Apps
- **E3 News**
- Ubisoft

The top performing markets were San Francisco, Los Angeles, New York City, Chicago, and Seattle.

Inuvo's efforts generated **direct** online gamer **shoppers** that led to **over 10,000 sales** and expansion of the campaign's scale by 219%.