



The Objective

Build **brand awareness** with consumers and contractors, while **driving traffic to a new store.**

Key Results

Achieved

Traffic to New Store

Expanded Identification of

In-Market Audience

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

- **Renovation**
- **Bathroom Remodeling**
- Vanities
- Travertine
- Color Palette
- **Out of Stock**
- **Low Inventory Levels**
- Sharon Risedorph



National Home Improvement Retailer Uncovers Changing User Behaviors

A national home improvement retailer was opening a **new store in the Northeast** and partnered with Inuvo for digital solutions to **build brand awareness with both consumers and contractors**, as well as drive traffic to the new store.

The IntentKey technology was able to expose an unknown trend where **local audiences were demonstrating an interest in stores that were 60, 90 and even up to a 120-mile radius**, to find needed home renovation materials.

This audience intent was manifested because IntentKey™ was able to associate the general home renovation concepts with the unexpected concepts **“out of stock” and “low inventory levels”**.

The campaign was adjusted to **expand the audience geographically resulting in traffic to the new store**. The client was also able to use the knowledge to expand targeting for other stores to capture a **larger in-market audiences willing to travel for items they had in stock**.