



The Objective

Reach people while they are in the **career exploration** and decision phase of life after high school.

Key Results

Exceeded

Mobile CTR by 70%

Exceeded

Desktop CTR by 30%

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

- **Army National Guard Benefits**
- Army Guard Requirements
- National Guard Recruiter
- Life After High School
- **Jobs That Pay for College**
- Graduate Program
- **Best Trade Schools**
- Paying for College with Military
- **Scholarships for Vocational School**
- **Jobs Without College Degrees**

Government



Maryland Army National Guard Reaches Students Choosing Careers

The campaign objective was to drive **brand awareness** of the Maryland Army National Guard with students age 17–24, while being sensitive to rules about targeting children under 18.

Inuvo's IntentKey™ targeting was utilized to reach **students** while they were **exploring their next steps** in life. Top performing concepts for this campaign were:

- Army National Guard
- National Guard Recruiter
- **Life After High School**
- Exploring College Options
- **Pay For College**
- Graduate Program

By targeting **contextually relevant** content based on these interests the right audience was found. By expanding to a **lookalike** audience, the ideal prospects were reached when they were consuming other content as well. This approach was essential within a geographically constrained market.

The CTR campaign goals were **exceeded by 30% on desktop and by 70% on mobile**. The success of the campaign led to the expansion to two additional markets: Virginia National Guard and Delaware National Guard.