



The Objective

Raise brand awareness of a new hypothyroid drug without violating HIPAA regulations.

Key Results

Generated

Online engagement

Doubled

Campaign



Major Pharmaceutical Company Drives Online Engagement

A major pharmaceutical company wanted to drive online user engagement for their hypothyroidism drug.

Inuvo ensures consumer privacy in health-related campaigns with these steps:

- No audience targeting
• Target pages with related interests, not specific ailments.
• Health categories not used in IntentKey technology modeling
• Ad creatives do not advertise for a specific ailment
• Retargeting of generic branded ads only
• Campaign data is proprietary and specific to that campaign
• No PII information is associated cookie profiles

By analyzing the most engaged users on the pharmaceutical company's hypothyroidism pages, the IntentKey technology was able to build a profile of previously unknown interests, such as an interest in gluten and lactose free recipe. Inuvo was then able to target pages related to those interests.

The pharmaceutical company doubled the scope of the campaign as a result of the quality interest and engagement generated.

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

- Lactose-Free Diet
• Gluten Free Foods
• Gluten Free Recipes
• Wheat
• Dietary Restrictions
• Meal Plans
• Foods to Avoid
• Fatigue
• Bloating
• Dairy Alternatives