



### The Objective

Reach prospects in a **unique and specific market** and nurture leads through to sign-ups.

## Key Results

Beat CTR by  
**10%**

Found the Specific  
**Target Market**



### 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

- Laboratory and Specialty Gas
- **Hospital Logistics**
- Turnkey Cryogenic Solutions
- **Welding Gas Equipment**
- **Safety Training**
- Maintenance Repair
- **Operation Supplies**
- Current Affairs
- Local Government
- Men's Health

## Specialty Gas Company Finds Their Target Market

This specialty gas company wanted to drive awareness and generate **sign-ups** in two markets, both **unique and highly specific** in the hospital industrial manufacturing and construction industries.

While the target market was particular, the IntentKey technology successfully identified this very specific audience along with top performing interests.

The **healthcare** target segment was interested in:

- Laboratory and specialty gas,
- **Hospital logistics**
- Total gas management
- Turnkey cryogenic solutions

The **construction** industry target segment was interested in:

- Welding safety products
- **Safety products**
- Safety training
- Maintenance repair
- And operations supplies

Therefore, Inuvo was able to more accurately target prospects where they were consuming contextually **relevant** content, leading them to sign-up.

The campaign goal was to generate a CTR that would yield the desired number of sign-ups. Inuvo **beat the CTR goals by 10%** and became the key AdTech solution of the plan to **find the target market**.