



The Objective

Grow engagement and brand lift by reaching reach family vacation decision-makers in a geographically targeted area.

Key Results

Above average

26% Brand Lift

Exceeded

Engagement >3%



Coastal Tourism Region Sparks Travel Interest

A historic coastal region wanted to revitalize their tourism program, measured by brand lift and increased engagement. Their focus was on **family vacation decision makers** who would have a **short travel distance**.

Inuvo began the campaign by targeting **females 55+ who were planning a vacation** and using broad categories of interest such as travel, arts and humanities, outdoor and adventure, and food and drink. It was targeted to **nearby coastal states**.

The IntentKey™ technology refined the targeting to more precise concepts which included the best beaches, history, heritage, and golf. Examples include:

- **Hammock Coast**
- Pawleys Island
- **Best Golf**
- Beach House Rentals
- Georgetown SC Events
- **Historic Spots in South Carolina**

The campaign **exceeded the engagement rate goal of 3%** and a Vizu brand study showed a **brand lift of 26%**. The brand lift score was **above the average score** for intent, travel, and tourism campaigns in all dimensions.

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

- **Family Weekend Trips**
- **Best Golf Locations**
- Beach House Rentals
- **Historical Spots**
- Restaurants on the Beach
- **Scenic Routes**
- Farm-to-Table Dining
- **Local Events**
- Sunscreen
- Locally-Owned Shops