

The Objective

Target Hawaii vacation travelers and generate **high-value attraction ticket sales**

Key Results

Achieved ROAS of

3:1

Best High-Value

Ticket Sales



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

- Tapa Pool
- **Snorkeling at Hanuama Bay**
- Kayaking Tours
- **Dolphin Adventures**
- Botanical Garden
- **Walking Trails**
- Cave Exploring
- **Pearl Harbor**
- Waikiki Resort
- Airline Miles

Island Experience Ticket Sales Soar

A family tourist attraction in Hawaii wanted to draw visitors to the island and encourage them to purchase experience packages. The goal was generating awareness and ticket sales of **higher-value packages** in the \$200+ range.

Inuvo began the campaign by targeting obvious content categories around travel, water sports, outdoor adventure, theme parks and entertainment attractions, and by using family-friendly creative and suppressing Hawaii residents. As the IntentKey™ technology refined the targeting, specific interests that were pre-triggers for Hawaii travel surfaced:

- **Hawaiian fish**
- Tour groups
- **National parks in the area**
- Rentals

Insights emerged that most converters were **on-island visitors**, **not pre-trip planners** and there **were top performing geographies** that included major cities across Canada and remote areas in the US.

The results were an **ROAS of nearly 3:1**. The client noted that Inuvo was their top performing digital media partner for **high-value ticket sales**.