



### The Objective

Grow sales through acquiring new customers and not exhausting their existing customer base

## Key Results

Achieved ROAS of

**88:1**

Gained New Shopper

## Behavior & Insights

### 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

- **Wedding Registry**
- **Baby Furniture**
- Nursery Accessories
- **Quality Home Office Furniture**
- **Livable Furniture**
- Patio Sets
- Ottoman Coffee Table
- Modern Furniture
- **Space Saving**
- Nordstrom



## Luxury Home Furniture & Decor Retailer Realizes 88:1 ROAS

A luxury home retailer wanted to **grow their sales through new customer acquisition**. Their campaign goals were aggressive and shopping habits had not yet returned to normal as COVID restrictions were reduced.

The typical luxury shoppers were not the source of the explosive growth for this client. Instead, by utilizing the IntentKey technology, some unexpected trends appeared in their shoppers:

- Wedding registries and gifts associated with delayed celebrations of marriages,
- Baby furniture and nursery accessories,
- Home office furniture
- More functional furniture,
- Patio sets, and indoor and outdoor accessories.

**Comparative shopping** was surprising, ranging from big box discount retailers through luxury brands. **Discounts** and sales **coupons** were also now considered by the customers. Beyond the campaign, these insights were used to incentivize repeat orders and **enhance loyalty programs**.

While these new intents and behaviors were unexpected, Inuvo was able to capitalize on these interests resulting in an astonishing **88:1 Return on Ad Spend (ROAS)**.