



The Objective

Build awareness of hassle-free travel packages among **people who have not visited** one of the brand's properties.

Key Results

Exceeded CTR Goal by
265%

Increased Awareness in
Travel Packages



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

- Cruise Packages
- **Disney Cruise**
- **Disney Parks**
- All-Inclusive Resorts
- Vacation Resorts
- Luxury Vacations
- Family Travel
- **Planning a Family Vacation**
- Holiday Deals
- **Family-Friendly Destinations**

World-Famous Travel Agency Promotes Hassle-Free Travel

A world-famous travel agency partnered with Inuvo with the goal to build **brand awareness** and increase bookings. They wanted to reach **new customers** by promoting hassle-free packages.

Inuvo targeted parents aged 25-54 with a household income of \$150,000 and up. The IntentKey technology was used to find that concepts associated with destination theme parks were the top performers, such as:

- **Disney World**
- Disney Fan
- **Disney Cruise**
- Disney Vacations
- Disney Resorts
- **Vacation Resorts**
- Luxury Vacations
- **Family-Friendly Destinations**

Combined with the focus on people interested in **hassle-free travel packages**, the results were the **CTR campaign goals were exceeded by a staggering 265%**.