



The Objective

Attract manufacturing plants to the Ohio River Valley area

Key Results

More Than 75 Qualified Leads

Received Responses From 2 Highly Sought-After Business Prospects



Shale Crescent USA Fuels Economic Growth With Inuvo

Shale Crescent USA's mission was to encourage business growth along the Ohio River Valley by attracting high-energy, intensive manufacturing plants.

The nonprofit organization's goal was to reach the influencer and decision makers of these manufacturers—and Inuvo quickly determined Shale Crescent was instead attracting interest from job seekers.

IntentKey® was utilized to analyze users who downloaded an Executive Summary of the cost-saving benefits of locating in the area.

These executives were found to also be interested in:

- Energy
• Chemicals
• Construction
• Real Estate
• Politics Surrounding Corporations

Even more notably, these users were already reading about the Shale Crescent economic development initiative and the alternative to hurricane-prone Gulf-coast areas.

Two highly sought-after business prospects Shale Crescent USA had been pursuing for over two years responded to the campaign, as well as 75 other qualified leads, far surpassing the client's expectations.

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 Intent Signals

- Crude Oil Features
• About Natural Gas
• Fossils
• Saudi Arabia
• Enact a Carbon Tax
• Commercial Acreage
• Management Resources
• Power Generation
• Army Corp of Engineers