



The Objective

Raise awareness about the **benefits of breastfeeding** and state-sponsored **support programs** for mothers

Key Results

Exceeded CTR by

200%

Improved

Site Engagement

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

- Pump Brands
- Sterilized Milk
- **Latching on Correctly**
- **Baby Names**
- Nursery Furniture
- Baby Milestones
- **Work After Baby**
- **Deals at CVS**
- Earning Extra Income

State Support Program



New & Expecting Moms Receive Educational Support From State

One innovative state decided to partner with Inuvo to raise awareness of their breastfeeding education and support programs among **expectant and new moms**, concentrating on **African American and Hispanic** minority groups.

IntentKey® built the optimal audience by analyzing the state's most **engaged site traffic** and using interests discovered for each of these audience groups:

- Expectant Moms
- New Moms
- Those Who Qualify for WIC
- Open to Breastfeeding

Inuvo was able to efficiently reach individuals **most in need** of the state's support program. The campaign began with video for **upper funnel awareness**, followed by display ads to nurture those users to the site to learn more.

This approach generated a CTR rate that beat the client's goal by **double on display and video**, while also **increasing** overall site engagement (time on site *and* pages visited).