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AI powered programmatic media buying, insights reporting, & media mix modeling

90 associates with offices in San Jose and Little Rock

$50M invested
27 Patents/Pending

Results that beat competitors on average by 67%
Safe Harbor Statement / Non-Disclosure

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The Market Opportunity

Digital advertising spend projected at $271 billion

https://www.statista.com/outlook/dmo/digital-advertising/united-states

Programmatic media is a $150 billion market

https://www.insiderintelligence.com/content/state-of-programmatic-advertising-5-charts
The Current Environment

Consumers are demanding increased privacy.

Governments are implementing privacy regulations at a global scale.

Audiences are becoming difficult to reach with traditional consumer tracking data.

AI that enables targeting the WHY not the WHO is the only way forward.
What We Built

We put the entire web* to work to find your best targets. Our AI, IntentKey, sits on top of our web crawler.

It finds patterns and connections that uncover insights and trends to buy media that reach audiences more effectively.

ABOUT INTENTKEY

*U.S. & Canada Traffic
How IntentKey Works

Websites are crawled
Web crawler initially trained on over 110B pages of content with 1M+ new URLs each day

AI analyzes data from web crawler
Finds patterns and trends to understand WHY URLs are visited

AI develops real-time, concept-based models
Understands consumer interests & WHY content is consumed via 25+M AI-identified concepts

Ad shown when WHYs match
AI understands ideal audience and shows ads* to new audiences with similar concepts

*Accesses Microsoft Xandr inventory

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Our AI Solves “Why?”

Everyone buying the same WHO-based audiences

Custom CONCEPT-based audiences identifying WHY & WHEN interest is shown

- Trouble Sleeping
- Has Sleep Apnea
- Quality Sleep
- Needs Study Aids
- Difficulty Breathing
- Listens to Music
- Needs Noise Canceling Headphones
- Owns a Snoring Dog
- Live in Northern Geos
- Lives in a Big City
- Business Traveler
- Short Snout
- Urban Living
- Male Age 30-45
- Dual HHI Income: $140,000
- Interested in Fashion
- Frequent Business Traveler
- Married With Two Children (10 And 8)
- College Degree
- Interested in Technology
- Male
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Our AI Activates Ad Placement

AI Matches Concepts Across Models

AI Makes Connection

AI Knows Association

AI Places Ad

- Trouble Sleeping
- Quality Sleep
- Owns a Snoring Dog
- Brachy Syndrome
- Short Snout
- Has Sleep Apnea
- Needs Breathing
- Needs Noise Canceling Headphones
- Listens to Music
- Lives in a Big City
- Business Traveler
- Needs Study Aids
- Live in Northern US
- Business Traveler
- Trouble Sleeping
- Kennel Cough
- Snoring Dog
- Pugs
- Pet Health
- Pet Insurance
- Narrow Nostrils
- Pet Allergies
- Short Snout
- Insomnia
- Difficulty Breathing

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Our AI Understands Campaign Impact

Media Mix Modeling

1. Information collected about channel spend data + client KPI
2. AI analyzes fluctuations in KPI against fluctuations of channel spend
3. Media mix optimized

Channels
- Video (15%)
- Search (8%)
- Display (10%)
- CTV (18%)
- Native (5%)
- Social (12%)

Client KPI
- Revenue
- Foot Traffic
- Lead Gen
- ROAS
- Sales
- ROI

Model Scoring + Training + Confidence
The Inuvo Client

Target Client

Mid-Size Media Agencies

16,735+ agencies in the US & Canada

Inuvo market penetration 1%

Initiated Actions

19+
Growing sales, marketing, & support teams

YTD PR awareness / mentions 20+

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We deliver performance that beats incumbent media by up to 67%
Solid balance sheet with $5M cash and cash equivalents, no debt, an unused $5M borrowing facility and positive net working capital.

Attractive Growth Profile
Investment Highlights

A Disruptive, Competitive Market
Inuvo operates in a $150B market, poised to take market share as the obsolescence of cookie & consumer data significantly impacts media spend.

Proven Performance
Inuvo not only solves privacy issues but is a more effective advertising solution overall, delivering performance that beats incumbent media by up to 67%.

Growth & Scalability
Inuvo experienced 26% YOY growth in 2022. Growth expected to scale with new & existing clients, combined with high margins/recurring revenue of SaaS business model.

Big Privacy Changes
Browser privacy started with Safari and Firefox, and Google Chrome is next, opening a window of opportunity for Inuvo’s patented, cookieless technology.

Industry Agnostic
Inuvo serves across any digital device, format, and channel including video, mobile, connected TV, linear TV, display, social, search and native.

Strong Balance Sheet
Inuvo has $5M in cash, NWC ratio 1:1, a receivables-based facility of $5M, no debt, an unused line of credit, and no present need to raise capital.
Get in Touch!

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