



The Objective

Gain a **competitive edge in casino booking reservations** in flooded market

Key Results

Achieved

ROAS of 5:1

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

- Hotel Rooms
- Real Guest Reviews
- Corporate Rate
- Weekend Getaway
- **Best Golf**
- Poolside
- **Luxury Goods**
- **Celine Dion**
- Car Rentals
- **Airline Prices**



Hotel Bookings for Las Vegas Resort Beats the Odds

A Las Vegas resort was looking to gain a **competitive edge in booking reservations** amidst a flooded market of hospitality groups. The challenge was to attract new customers without targeting hotel booking and discount sites which have high campaign costs and competitive ads.

By understanding the buying cycle for the client's ideal, Inuvo found the ideal target market of adults 35-54 years of age with a household income of at least \$150K and geographically located in major metropolitan areas: Los Angeles, San Francisco, San Diego, New York City and Dallas.

IntentKey refined the targeting to more precise concepts of interest, including:

- Entertainment
- Golf
- Luxury Goods
- Airline Prices
- Real Guest Reviews
- Corporate Rates

As a result, the campaign was highly successful and delivered **5:1 ROAS**, prompting the client to expand the relationship to **promote six additional properties**.